

RULES AND REGULATIONS

Department of Tourism and Travel Management

Revised Syllabus of 2018- 2019

B.A. Tourism and Travel Management

PREAMBLE:

To enable the students to

- appreciate and acknowledge the tourist products
- learn the culture, tradition, practices and managerial skills in Tourism
- maintain and preserve the fragile tourism products.

Department of Tourism and Travel Management is revising syllabi for **B.A. Tourism and Travel Management** with effect from the academic year 2018 - 2019, including CBCS, OBE and Part IV and Part V components as specified by the Government of Tamil Nadu. Part IV and Part V components will seek to build the capacity of the students and provide inputs for his or her social service and social analysis capabilities.

Every academic year is divided into two semester sessions. Each semester will have a minimum of 90 working days and each day will have 5 working Hrs. Teaching is organized into a modular pattern of credit courses. Credit is normally related to the number of Hrs a teacher teaches a particular subject. It is also related to the number of Hrs a student spends learning a subject or carrying out an activity.

OBJECTIVES OF THE COURSE:

The content of the syllabi enables the student to understand and appreciate the importance of Tourism, the marvels and Tourism resources of India, Tamil Nadu and the world and to become Women Entrepreneurs by establishing Travel Agency, Tour Operation, to guide the tourist from India and abroad and to get trained in the art of Management.

REGULATIONS:

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to the first year of the Degree of B.A. Tourism and Travel Management shall be required to have passed the Higher Secondary Examinations conducted by the Government of Tamil Nadu or an Examination accepted as equivalent thereto by the Syndicate of the University of Madras.

2. ELIGIBILITY FOR THE AWARD OF DEGREE:

A candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study for a period of not less than three academic years, passed the examinations of all the Six Semesters prescribed.

3. COURSE OF STUDY:

The main subject of study for Bachelor Degree shall consist of the following:

- PART – I Language -Tamil/Hindi/French/Sanskrit
- PART –II English
- PART - III Core and Allied Subjects
- PART IV Non Major Electives and Skill Based subjects
- PART V Extension Activity /Sports/ NCC/NSS/CSS

4. PASSING MINIMUM:

A candidate shall be declared to have passed in each paper / practical of the main subject of study wherever prescribed, if she secured NOT LESS THAN 40% of the marks prescribed for the examination.

5. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

Part I, II, III & IV

Successful candidates passing the examination and securing the marks (i) 60 percent and above and (ii) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the **FIRST** and **SECOND** class respectively. All other successful candidates shall be declared to have passed the examination in the **THIRD** class. Candidates who pass all the examinations (Part I, II, III and IV) prescribed for the course in the **FIRST APPEARANCE ITSELF ALONE** are eligible for ranking.

6. QUESTION PAPER PATTERN:

Unless and otherwise specified in the SYLLABUS for each paper, the pattern of question paper shall be as follows:

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions 10 questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the Units of significance.	Answer any FIVE questions out of eight questions in not more than 300 words each	5X8=40 marks
Section C	4 question each from all the Units of significance.	Answer TWO questions out of FOUR questions in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

7. FIELD TRIPS AND STUDY TOURS

I B.A TTM – Tourism Sites of significance

II B.A. TTM – Tourism Sites in Other States

8. CERTIFICATE COURSES

- Fundamentals of German
- Basics of Spanish /Japanese

9. INTERNSHIP

Internship to be carried out during the Summer vacation of Semester IV

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

On obtaining an undergraduate degree the students will be able to:

PEO1: Apply and advance the knowledge and skills acquired, to become a creative professional in their chosen field.

PEO2: Engage in self-directed continuous learning, aimed at global competency, which will promote professional and personal growth

PEO3: Develop management skills and entrepreneurial skills, by harnessing core competencies tempered by values and ethics

PEO4: Work towards achieving economic and social equity for women through application of relevant knowledge

PEO5: Contribute to promoting environmental sustainability and social inclusivity

PROGRAMME OUTCOMES (POs)

At the end of the program the students will be able to:

PO 1: Apply the knowledge gained through the study of humanities to address societal issues.

PO 2: Critically engage with history, culture, economy, gender, inclusively and environment.

PO 3: Develop students' ability to analyze challenges and make effective decisions.

PO 4: Inculcate skills to evaluate, innovate and integrate the contemporary issues and motivate further learning.

PO 5: Enhance their ethical values, employability skills and communicate competently.

PO 6: Gain quality education that is global in perspective and contribute to holistic development.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the Specific programme (B.A. Tourism and Travel Management), the student will be able to:

PSO1: Apply knowledge on the diverse nature of Tourism industry and gain knowledge on the historical development of Tourism over the years.

PSO2: Plan the tourist products with national and international perspectives on creating, applying and evaluating strategies for tourism organizations.

PSO3: Demonstrate the students on entrepreneurship in tourism by the knowledge of various core fields in the industry.

PSO4: Explain practical knowledge on the day to day operations of a travel agency, tour operator, destination management companies, airlines and hotel industry.

PSO5: Acquire essential skills of industrial functioning.

PSO6: Determine the demands and face the challenges of the contemporary Tourism industry.

PROGRAMME PROFILE
B.A. Tourism and Travel Management

TOTAL CREDITS: 140

TOTAL TEACHING HOURS: 180

SEM	PART	COURSECODE	TITLE OF THE PAPER	CREDITS	HRS/WEEK	TOTAL HOURS	CA	SE	TOTAL
I	I		Language T/H/F/S Paper I	3	6		40	60	100
I	II		Foundation/General - I	3	4		40	60	100
I	III	TM18/1C/HOT	History of Tourism	4	5	75	40	60	100
I	III	TM18/1C/TCP	Tourism Concepts and Principles	4	5	75	40	60	100
I	III	TM18/1A/TGE	Tourism Geography	5	6	90	40	60	100
I	IV	TM18/1N/HRO	Heritage Organisations	2	2	30	-	50	50
I	IV		SOFT SKILL	3	2		-	50	50
II	I	TAM 1701/ HIN 1701/ FRE 1701	Language T/H/F/S Paper II	3	6		40	60	100
II	II		Foundation/General - II	3	4		40	60	100
II	III	TM18/2C/TRI	Tourism Resources in India	4	5	75	40	60	100
II	III	TM18/2C/IAR	Indian Architecture	4	5	75	40	60	100
II	III	TM18/2A/SCT	Socio Cultural Tourism in India	5	6	90	40	60	100
II	IV	TM18/2N/ETT	Emerging Trends in Tourism	2	2	30	-	50	50
II	IV		SOFT SKILL	3	2		-	50	50
III	I		Language T/H/F/S Paper III	3	6		40	60	100
III	II		Foundation/General – III	3	4		40	60	100
III	III	TM18/3C/TMG	Tourism Marketing	4	5	75	40	60	100
III	III	TM18/3C/EVM	Event Management	4	5	75	40	60	100
III	III	TM18/3A/HRM	Human Resource Management	5	6	90	40	60	100

III	IV		Environmental Studies	2	2		-	50	50
III	IV		SOFT SKILL	3	2		-	50	50
IV	I		Language T/H/F/S Paper IV	3	6		40	60	100
IV	II		Foundation/General - IV	3	4		40	60	100
IV	III	TM18/4C/TIM	Travel Intermediaries Management	4	5	75	40	60	100
IV	III	TM18/4C/APM	Airport Management	4	5	75	40	60	100
IV	III	TM18/4A/FAR	Fundamentals of Archaeology	5	6	90	40	60	100
IV	IV		Value Education	2	2		-	50	50
IV	IV		SOFT SKILL	3	2		-	50	50
V	III	TM18/5C/POM	Principles of Management	4	6	90	40	60	100
V	III	TM18/5C/HMC	Hotel Management and Catering	4	6	90	40	60	100
V	III	TM18/5C/ATF	Air Ticketing and Fare Construction	4	6	90	40	60	100
V	III	TM18/5E/CIT	Computer Networking and Information Systems in Tourism	5	6	90	40	60	100
V	III	TM18/5E/MTM	Medical Tourism	5	6	90	40	60	100
VI	III	TM18/6C/GTM	Global Tourism	4	6	90	40	60	100
VI	III	TM18/6C/FOM	Front Office Management	4	6	90	40	60	100
VI	III	TM18/6C/HTL	Human Rights and Tourism Legislations	4	6	90	40	60	100
VI	III	TM18/6C/ETM	Eco Tourism	4	6	90	40	60	100
VI	III	TM18/6E/ORB	Organizational Behaviour	5	6	90	40	60	100

L = Lecture Hours
T = Tutorial Hours
H = Hours per week
C = Credits

CREDIT DETAILS

Language	4 x 3 =	12
English	4 x 3 =	12
Core	15 x 4 =	60
Allied	4 x 5 =	20
Electives	3 x 5 =	15
NME	2 x 2 =	4
Soft Skill	3 x 4 =	12
EVS	1 x 2 =	2
Value Education	1 x 2 =	2
Extensional Activities		1
		<hr/>
Total Credits		140 Credits
		<hr/>
Total Hours	30 x 6 =	180 Hours
		<hr/>

**EVALUATION PATTERN FOR CA, UG - B.A. Tourism and Travel
Management**

Continuous Assessment (CA)				
Test 1	Test 2	Quiz/Assignment/Seminar/ Destination Learning	Participatory Learning	Total
10	10	10	10	40

CA TEST QUESTION PAPER PATTERN

Knowledge Level	Section	Word Limit	Marks	Total
K1	A-6X2 marks	50	12	50*
K1, K2	B-3/5X6 marks	200	18	
K2, K3	C-1/2X20 marks	500	20	

* 50 marks to be converted as 10 marks.

Rubrics for Continuous Assessment Evaluation

1. **Assignment:** Content/originality/ presentation/ Schematic Representation and Diagram/ bibliography.
2. **Seminar:** Organisation/ subject knowledge /Visual Aids/ Confidence level/presentation – Communication and Language.
3. **Field visit:** Participation/ Preparation/ Attitude/ Leadership.
4. **Participation:** Answering Questions/ Clearing Doubts/ Participating in Group Discussions/ Regular Attendance.
5. **Group Discussion:** Preparation/Situation Analysis/Relationship Management/Information Exchange/Delivery Skills.
6. **Flipped/Blended Learning:** Preparation/Information Exchange/Group Interaction/Clearing Doubts.

EVALUATION PATTERN FOR END SEMESTER
B.A. Tourism and Travel Management
EVALUATION PATTERN - PART III

PART: III

SEMSTER: I/II/III/IV/V/VI

VALUATION: Double Valuation by Course Teacher and External Examiner

PASSING MARK: Minimum 40 include CA

Knowledge Level	Section	Word Limit	Marks	Total
K1	A – 10 x 2 Marks	50	20	100*
K1, K2	B – 5/8 x 8 Marks	300	40	
K2, K3	C – 2/4x 20 Marks	1200	40	

* 100 marks to be converted as 60 marks.

EVALUATION PATTERN - PART IV

PART: IV

SEMSTER: I/II/III/IV

VALUATION: Single Valuation by Course Teacher

PASSING MARK: Minimum 20

Knowledge Level	Section	Word Limit	Marks	Total
K1, K2	A – 10 x 5 Marks	250	50	50

SEMESTER I
COURSE PROFILE – PROGRAMME OF STUDY

COURSE CODE	TITLE OF THE PAPER	CRE DITS	HOU RS/ WK	TOTAL HOURS	L-T-P	CA	SE	TOT AL
	Tamil/Hindi/French /Sanskrit	3	5			40	60	100
	Foundation/General	3	5			40	60	100
TM18/1C/HOT	History of Tourism	4	5	75	4-1-0	40	60	100
TM18/1C/TCP	Tourism Concepts and Principles	4	5	75	4-1-0	40	60	100
TM18/1A/TGE	Tourism Geography	5	6	90	4-2-0	40	60	100
TM18/1N/HRO	Heritage Organisations	2	2	30	2-0-0	-	50	50
	Soft Skill	3	2			-	50	50
	Total	24						

The above Courses of the study B.A. Programme enrich the skills in employability/skill development which caters the needs of the student.

SEMESTER I
HISTORY OF TOURISM

TOTAL HOURS: 75 HRS

COURSE CODE: TM18/1C/HOT

CREDITS: 4

L T P: 4 1 0

COURSE OBJECTIVES:

To enable the students to

1. discuss the growth of tourism in historical perspective.
2. analyze the role of Women in tourism industry.
3. assess knowledge on the origin of Tourism.
4. determine the changing pattern of tourism in modern era.
5. identify the formation of tourism as an industry in global perspective.

COURSE OUTLINE:

Unit- 1	Introduction to Tourism	15 Hrs
1.1	Tourism as an industry - Tourism as an academic subject	
1.2	Chronological Division of History of Tourism	
1.3	Concepts of excursion - holiday - sightseeing - mass tourism	
Unit - 2	Tourism Activity in the Ancient and Medieval times	15 Hrs
2.1	Pilgrimage - Hindu, Buddhist, Jain, Christian and Islamic	
2.2	Tourism and Spectator Sports – Tramping - Royal Tourism - Educational travel	
2.3	Travellers – Travelogues – Fahien - Marco Polo – Ibn Batuta - Magellan	
Unit- 3	Trade and Voyages	15 Hrs
3.1	Trade Routes - Silk Route - Spice Route	
3.2	Discoveries and Sea Voyages - Travel risks	
3.3	Classical - Grand Tour — Romantic Travel to the East	
Unit - 4	Tourism in the 20th Century	15 Hrs
4.1	Rise of International Tourism - World Cruises - Automobile - Coach Tours	
4.2	Impact of the World Wars – Impact of Nationalism on Tourism	
4.3	Industrialisation – Concept of Paid Holiday	
Unit-5	Rise of Modern Concept of Tourism	15 Hrs
5.1	Tourism and Globalization	
5.2	Tourism and Five Year Plans in India	

RECOMMENDED TEXTBOOKS:

1. Bala. U, **Tourism in India – Policy and Perspectives**, (Delhi, 2001)
2. Gilbert Sigeauxz, **History of Tourism**, (New York, 2016)
3. Zuelow, Eric, **A History of Modern Tourism**, (London, 2016)

REFERENCE BOOKS:

1. Burkart and Medlik, **Tourism: Past, Present and Future**, (Portsmouth, 1981)
2. Phil Long, Nicola J. Palmer, **Royal Tourism: Excursions Around Monarchy**, (Toronto, 2008)
3. Lionel, Casson, **Travel in the Ancient World**, (London, 1994)
4. Richard Butler, Wantanee Suntikul, **Tourism and War**, (London 2013)
5. Leanne White, **Commercial Nationalism and Tourism: Selling the National Story**, (Bristol, 2017)
6. Nafees.A. Khan, **Development of Tourism in India**, (New Delhi, 2001)
7. Roy. A. Cook, Laura. J. Yale, Joseph J. Marqua, **Tourism – The Business of Travel**, (New Jersey, 2001)
8. Singh T.V and Singh S. **Tourism in India: Development Performance and Prospects**, (Chennai, 2000)
9. Seth, Pran Nath, **Successful Tourism- Fundamentals of Tourism**, (New Delhi, 1997)
10. Mill and Morrison, **The Tourism System: An Introductory Text**, (New Jersey, 1992).

JOURNALS:

1. Journal of Heritage Tourism, Taylor & Francis Online, 1743-873
2. Approaches to tourism history, Elsevier Ltd, ISSN0471949906.

E-LEARNING RESOURCES:

1. <https://www.omicsonline.org/open-access/understanding-tourism-as-an-academic-community-2167-0269.1000131.php?aid=32715>
2. <https://www.history.com/topics/silk-road>
3. <https://www.bl.uk/learning/histcitizen/trading/story/voyage/earlyvoyages.html>
4. <https://prezi.com/lmwufd9wwepi/tourism-in-the-20th-century/>
5. <https://safecity.in/the-tourism-industry-and-women/>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Analyze Tourism as an industry.
CO 2	Assess the activities of tourism from ancient till medieval times.
CO 3	Discuss the role of trade routes in the growth of Tourism.
CO 4	Examine the impact of World Wars on tourism in later medieval period.
CO 5	Discuss on the contemporary role of Tourism concept.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	3	3	2	3	3
CO 2	3	2	3	3	3	2
CO 3	2	2	2	3	2	3
CO 4	2	3	2	3	2	3
CO 5	2	3	3	2	3	3
Average	2.2	2.6	2.6	2.6	2.6	2.8

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

Question Paper Pattern End Semester Examination

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		

K3	C – 2/4 x 20 Marks	500	40		
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SEMESTER I

TOURISM CONCEPTS AND PRINCIPLES

TOTAL HOURS: 75 HRS

COURSE CODE: TM18/1C/TCP

CREDITS: 4

L T P: 4 1 0

COURSE OBJECTIVES:

To enable the students to

1. prepare with the knowledge of the foundation on tourism in business analysis.
2. identify the effectiveness of planning and the planning process in a service industry.
3. communicate the underlying theory and principles of Tourism
4. utilize the importance of tourism in the society and economy.
5. rate the methods of tourism for effective functioning of the professional behavior.

COURSE OUTLINE:

Unit- 1	Introduction to Tourism	15 Hrs
1.1	Definition - Significance – Growth of tourism	
1.2	Forms of Tourism – Inter-regional and Intraregional – Inbound and Outbound – Domestic and International	
1.3	Types of tourism-Cultural-Religious-Adventure-Health-Sports-Rural	
Unit- 2	Tourism Business	15 Hrs
2.1	Basic Components of Tourism – 5 A's	
2.2	Basic Travel Motivators – Physical Motivators and Interpersonal Motivators - Barriers to Travel	
2.3	Travel Intermediaries –Travel Agents – Tour Operators -types	
Unit - 3	Tourism Administration in India	15 Hrs
3.1	Sergeant Committee - Recommendations	
3.2	Ministry of Tourism and Department of Tourism	
3.3	Tourist Information Offices in India and Overseas India Tourism Development Corporation -ITDC Tamilnadu Tourism Development Corporation- TTDC	
Unit-4	Tourism Planning	15 Hrs
4.1	Need for planning and planning process in Tourism	
4.2	Levels of Planning – National Plans and State Plans	
4.3	National Tourist Organisation (NTO) - Role of NTO in Tourism Planning	
Unit - 5	Impact of Tourism	15 Hrs
5.1	Economic Impact	
5.2	Political Impact	

5.3 Socio-Cultural Impact

RECOMMENDED TEXTBOOKS:

1. Bala. U, **Tourism in India – Policy and Perspectives**, (Delhi, 2001).
2. Bhatia A.K., **The Business of Tourism- Concepts and Strategies**, (New Delhi, 2006)
3. **Economics of Tourism – Pricing, Impacts, Forecasting** (New Delhi, 2004).

REFERENCE BOOKS:

1. Ghosh, Bishwnath, **Tourism and Travel Management**. (New Delhi, 1998)
2. Christopher.J. Holloway, **The Business of Tourism**, (England, 1998)
3. Cooper, Fletcher et al, **Tourism Principles and Practices**, (London, 1993)
4. Kaul, R.N and S.K. Agarwal, **The Essence of Tourism Development: Dynamics, Philosophy, and Strategies**, (New Delhi, 2004)
5. Mill and Morrison, **The Tourism System: An Introductory Text**, (New Jersey, 1992)
6. Mill, R.C., **Tourism: The International Business**, (New Jersey, 1990)
7. Nafees.A. Khan, **Development of Tourism in India**, (New Delhi, 2001)
8. Jain, Yashodhara, **Tourism Development (Problems and Prospects of Tourism)** (New Delhi, 1998)
9. Singh T.V and Singh S., **Tourism in India: Development Performance and Prospects**, (Chennai, 2000)
10. Seth, Pran Nath **Successful Tourism- Fundamentals of Tourism**, (New Delhi, 1997).

JOURNALS:

1. Journal of Hospitality Leisure Sport & Tourism Education, Taylor and Francis Ltd ,1447-6770
2. Assessing the sustainability of tourism products – as simple as it gets, Taylor and Francis online, 1743-761

E-LEARNING RESOURCES:

1. <https://opentextbc.ca/introtourism/chapter/chapter-1-history-and-overview/>
2. <https://www.tourismattler.com/articles/business-and-finance/beginners-guide-to-starting-a-tourism-business/6681>
3. http://m.kkhsou.in/EBIDYA/EDUCATION/MODIFY_sargent_report.html
4. <https://www.enotes.com/homework-help/why-important-plan-tourism-216647>
5. <http://www.geography.learnontheinternet.co.uk/topics/tourism6.html>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Analyze the significance and growth of Tourism.
CO 2	Obtain knowledge on tourism business.
CO 3	Discuss various tourism administrative organizations in India.
CO 4	Evaluate the need for tourism planning.
CO 5	Assess the various impacts of tourism industry.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	2	2	3	2
CO 2	2	3	3	2	3	3
CO 3	3	2	2	3	3	2
CO 4	2	2	2	2	2	3
CO 5	2	3	2	3	3	3
Average	2.4	2.6	2.2	2.4	2.8	2.6

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

Question Paper Pattern End Semester Examination

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER I
TOURISM GEOGRAPHY

TOTAL HOURS: 90 HRS

COURSE CODE: TM18/1A/TGE

CREDITS: 5

L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. analyze the geographical elements that has an impact on the growth of tourism.
2. evaluate interpretation of the political boundaries of the country.
3. compile Tourism with Geography and understand the physical and political features of India.
4. analyze role of the physical environment that influences inbound and outbound travel.
5. utilize knowledge on IATA traffic conference areas and its role on aviation geography.

COURSE OUTLINE:

Unit- 1	Fundamentals of Geography	20 Hrs
1.1	Definition and importance of Geography in Tourism	
1.2	Five Continents – Countries – India – United Kingdom – France – Italy – USA – Canada – Brazil Egypt – South Africa – Malaysia - China – Japan – Australia - UAE	
1.3	Oceans – Seas - Islands	
Unit –2	Political Features	20 Hrs
2.1	Location of India – Boundaries of India	
2.2	Neighboring Countries of India	
2.3	States of India – Union Territories – Capitals	
Unit- 3	Physical Features of India	20 Hrs
3.1	Mountains- The Great Himalayan Range- Vindhya and Satpura Ranges - Eastern Ghats- Western Ghats - Passes	
3.2	Rivers of India – Indus - Ganga -Brahmaputra - Narmada - Tapti - Godavari - Krishna - Cauvery	
3.3	Thar Desert – Deccan Plateau- Indo-Gangetic Plain	
Unit-4	Climate of India	15Hrs
4.1	Weather and Climate- Elements of weather- Factors Influencing climate	
4.2	Rainfall – Types- Heavy - Medium - Scanty Rainfall	
4.2	Monsoon- North East monsoon- South West monsoon -Peculiar features and Significance of the Indian Monsoon	
Unit- 5	Geography in Tourism	15 Hrs
5.1	Longitude and Latitude - International Date Line -Greenwich Meridian Time variations and difference - Time Zones	
5.2	Aviation Geography – IATA Traffic Conference Areas	

5.3 Traffic Conference Areas 1 – Traffic Conference Areas 2 – Traffic Conference Areas 3 – Map Reading

RECOMMENDED TEXTBOOKS:

1. Robinson, H. **Geography of Tourism**, (New York, 1996)
2. Girish, Revathy, **Biodiversity of the Indian Subcontinent**, (Chennai, 2007)
3. Hussain, Indian & World Geography, (New Delhi, 2011)

REFERENCE BOOKS:

1. Babu.P.George, **International Tourism -World Geography and Development perspectives**, (New Delhi, 2007)
2. Brian J. Graham, **Geography and Air Transport**, (New Jersey, 1995)
3. Dixit, M. **Tourism Geography and Trends**, (New Delhi, 2002)
4. Hall, CM and Page. SJ. **The Geography of Tourism and Recreation**, (London, 2009).
5. Hudman L.E., **Geography of Travel and Tourism**, (USA, 2002).
6. **International Atlas**, (New York, 2004)
7. Ramesh Chawla, **Ecology and Tourism Development**, (New Delhi, 2007)
8. Ratan Deep Singh, **Dynamics of Modern Tourism**, (New Delhi, 2007).
9. Singh S.N, **Geography of Tourism and Recreation**, (New Delhi, 1985)
10. Allachin, B., Allachin F.R. **Conservation of Indian Heritage**, (New Delhi, 1998).

JOURNALS:

1. Geojournal of Tourism and Geosites, Herman ,ISSN 2065-1198
2. Reconsidering the Geography of Tourism and Contemporary Mobility, Wiley, ISSN 1745-5871

E-LEARNING RESOURCES:

1. http://www.biodiversityofindia.org/index.php?title=Biodiversity_hotspots_in_India
2. <http://www.brightknowledge.org/geographygeography/tourism-geography>.
3. <http://www.tourismgeography.com/>
4. <http://www.iasscore.in/upsc-prelims/climate-india-climatic-division-region-wise>
5. <http://geography.name/aviation/>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Compile tourism with Geography.
CO 2	Identify various political features of India.
CO 3	Discuss the various physical features of the country.
CO 4	Identify knowledge on the weather, climate and features of Indian Monsoon.
CO 5	Utilize geography of tourism and Aviation

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	1	3	3
CO 2	2	2	3	2	3	3
CO 3	3	3	2	3	2	3
CO 4	2	3	2	3	2	2
CO 5	3	3	2	3	2	3
Average	2.4	2.6	2.6	2.4	2.6	2.8

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

Question Paper Pattern End Semester Examination

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	
K2,K3	B – 5/8 x 8 Marks	250	40		

K3	C – 2/4 x 20 Marks	500	40		
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SEMESTER I
NON MAJOR ELECTIVE
HERITAGE ORGANIZATIONS

TOTAL HOURS: 30 HRS

COURSE CODE: TM18/1N/HRO

CREDITS: 2

L T P: 2 0 0

COURSE OBJECTIVES:

To enable the students to

1. communicate the importance of preserving heritage site and understand the different types of heritage resources.
2. utilize knowledge through case study of important heritage destination.
3. plan and develop the knowledge of organizational efforts on heritage management.

COURSE OUTLINE:

Unit - 1	Introduction to Heritage	10 Hrs
1.1	Definition and Significance of Heritage	
1.2	Heritage Sites - Monuments and Zones by UNESCO - WHC	
1.3	Types of Heritage Property – Important World Heritage sites	
Unit - 2	National and International Heritage Organizations	10 Hrs
2.1	UNESCO - International Council on Monuments and Sites (ICOMOS)	
2.2	Archaeological Survey of India (ASI) and Indian National Trust for Art and Cultural Heritage (INTACH)	
2.3	Role of Private Agencies in Conservation – Sharma Centre for Heritage Education, Chennai	
Unit - 3	Heritage Development	10 Hrs
3.1	Monuments - Protection – Conservation - Preservation – Ancient Monuments Preservation Act	
3.2	Case Study - Angkor Vat Cambodia -Taj Mahal - Mamallapuram	
3.3	Heritage Hotels of India - Maurya Heritage Hotel, New Delhi Palais De Mahe, Pondicherry - Oberoi Rajvilas, Jaipur.	

RECOMMENDED TEXTBOOKS:

1. Allachin, B., Allachin F.R., **Conservation of Indian Heritage**, (New Delhi, 1998).
2. Atkinson, Education, **Values and Ethics in International Heritage: Learning to Respect** (United Kingdom, 2016).
3. Pran Nath Seth, **Successful Tourism Management**, (New Delhi, 1987).

REFERENCE BOOKS:

1. Narasimhaiah, Barkur, **Angkor Vat: India's Contribution in Conservation, 1986-1993** (New Delhi, 1994).
2. Gupta, SP, Lal, K, Bhattacharya, M. **Cultural Tourism in India** (United Kingdom, 2002)
3. Hall, CM and Page,S.J. **The Geography of Tourism and Recreation**, (New Delhi, 1998).
4. Pearce, D.G. and Butler, R.W, **Contemporary issues in Tourism development**, (New Delhi, 1987).
5. N. L. Batra, **Heritage conservation: preservation and restoration of monuments** (New Delhi, 1996).

JOURNALS:

1. Managing heritage tourism, Wiley, ISSN: 0160-7383
2. International Journal of Culture, Tourism, and Hospitality Research , Emerald Publishing Limited , ISSN 1750-6182

E-LEARNING RESOURCES:

1. <https://whc.unesco.org/en/list/>
2. <http://www.intach.org/>
3. <http://www.itrhd.com>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Analyze the significance of Heritage.
CO 2	Discuss the various roles of national and international heritage organizations.
CO 3	Explain heritage development aspects in major heritage destinations.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	2	2	3	2	3	3
CO 3	3	3	2	3	2	3
Average	2.3	2.3	2.3	2.6	2.6	3.0

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

Question Paper Pattern End Semester Examination

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1,K2	A – 10/12 x 5 Marks	250	50	50	

SEMESTER II COURSE PROFILE – PROGRAMME OF STUDY

COURSE CODE	TITLE OF THE PAPER	CREDITS	HOURS/WK	TOTAL HOURS	L-T-P	CA	SE	TOTAL
	Tamil/Hindi/French/Sanskrit	3	5			40	60	100
	Foundation/General	3	5			40	60	100
TM18/2C/TRI	Tourism Resources in India	4	5	75	4-1-0	40	60	100
TM18/2C/IAR	Indian Architecture	4	5	75	4-1-0	40	60	100
TM18/2A/SCT	Socio Cultural Tourism in India	5	6	90	4-2-0	40	60	100
TM18/2N/ETT	Emerging Trends in Tourism	2	2	30	2-0-0	-	50	50
	Soft Skill	3	2			-	50	50
	Total	24	30					

The above Courses of the B.A. programme enrich the skills in employability/skill development which caters the needs of the student.

SEMESTER II
TOURISM RESOURCES IN INDIA

TOTAL HOURS: 75 HRS

COURSE CODE: TM18/2C/TRI

CREDITS: 4

L T P : 4 1 0

COURSE OBJECTIVES:

To enable the students to

1. outline the various types of tourism resources as tourist attractions in India.
2. evaluate and get familiarized with culture elements of tourism in India.
3. create the knowledge on the role and arts and handicrafts of India as major tourism resources.
4. identify the tourism resources of India
5. discuss the fairs, festivals, music and dances of India

COURSE OUTLINE:

Unit-1	Introduction to Tourism Resources in India	15 Hrs
1.1	Tourism Resources – Elements of a tourism product	
1.2	Types of Tourism Resources – Natural – Man-made – Cultural	
1.3	Tourist – Visitor – Excursionist - Traveller	
Unit - 2	Natural and Manmade Tourism Resources	15 Hrs
2.1	Natural Resources – Beaches – Hill stations – Deserts - Forests	
2.2	Manmade Resources- Historical monuments – Public buildings – Theme Parks - Shopping malls and entertainment sectors	
2.3	Adventure tourism activities - Land – Water –Air	
Unit - 4	Cultural Tourism Resources	15 Hrs
4.1	Indian Culture and Society- Cuisine	
4.2	Music and Dance-Hindustani - Carnatic and Folk Music instruments - Theatres	
4.3	UNESCO World Heritage Sites in India	
Unit -3	Fairs and Festivals in India	15 Hrs
3.1	National Festivals – Deepavali - Christmas- Eid-ul-Fitr Mahavir Jayanthi - Buddha Purnima – Guru Nanak Jayanthi	
3.2	Regional Festivals- Pongal/Makar-Sankranti - Onam – Ganesh Chaturthi - Bihu – Baisakhi – Puri Rath Yatra – Holi - Kumbha Mela	
3.3	Tourism Fairs - National and Regional Tourism Fairs - Pushkar Fair – Sonepur Cattle Fair - Chennai Book Fair – Destination Learning	
Unit – 5	Contemporary Arts and Handicrafts of India	15 Hrs
5.1	Textile Industry of India	
5.2	Handicrafts-Pottery - Terracotta- Wood work - Ivory work Stone work - Metal work - Dolls and Toys	
5.3	Craft Melas - Handicrafts	

RECOMMENDED TEXTBOOKS:

1. Acharya, Ram, **Tourism and Cultural Heritage of India**, (New Delhi, 1998).
2. Rajamanickam Thandavan, Girish Revathy, **Tourism Product** (New Delhi, 2006).
3. Mukerjee, R.K., **The Culture and Art of India**, (London, 1999).

REFERENCE BOOKS:

1. Dixit, M and Sheela, C. **Tourism Products**, (Uttar Pradesh, 2001).
2. Chaturvedi, B.K. **Famous Tourist Centers of India**. (New Delhi, 1999).
3. Gupta, SP, Lal, K, Bhattacharya, M. **Cultural Tourism in India**, (New Delhi 2002).
4. Hawkins. R.E., **Encyclopedia of Indian Natural History**, (Chennai, 1986).
5. Jagadeesa Ayyar P.V., **South Indian Customs**, (New Delhi, 1982).
6. Jagadeesa Ayyar P.V., **South Indian Festivities**, (New Delhi, 2005).
7. Krishnamurthy. K. **Social and Cultural Life in Ancient India**, (Delhi, 1982).
8. Manoj Dhas, **India and Tourist paradise**, (New Delhi, 1985).
9. Chattopadhyaya, **Handicrafts of India**, (New Delhi, 1995).
10. Vidyarthi, M.L. **Cultural History of India**, (New Delhi, 1977).

JOURNALS:

1. Advances in Culture, Tourism and Hospitality Research, Emerald Publishing Limited
ISSN 1871-3173
2. Tourism destination competitiveness: a quantitative approach, Elsevier Ltd, ISSN: 0261-5177

E-LEARNING RESOURCES:

1. <https://opentextbc.ca/introtourism/chapter/chapter-1-history-and-overview/>
2. <https://tourismnotes.com/adventure-tourism/>
3. <https://whc.unesco.org/en/list/>
4. <http://www.transindiatravels.com/india/festivals-in-india/>
5. <http://www.walkthroughindia.com/offbeat/35-unique-handicrafts-geographical-indications-india/>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Discuss the Tourism resources in India.
CO 2	Compare the natural and man-made tourism resources.
CO 3	Identify the features of culture as tourism resources.
CO 4	Create knowledge on fairs and festivals in India.
CO 5	Discuss the various arts and artifacts of modern India.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	2	2	3	2	3	2
CO 3	3	3	2	3	2	3
CO 4	3	3	2	3	3	3
CO 5	2	3	3	2	3	2
Average	2.2	2.6	2.4	2.6	2.8	2.6

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER II
INDIAN ARCHITECTURE

TOTAL HOURS: 75 HRS

COURSE CODE: TM18/2C/IAR

CREDITS: 4

L T P: 4 1 0

COURSE OBJECTIVES:

To enable the students to

1. predict the importance of architecture during various phases of historical era.
2. compare the transformation of architecture from ancient India to modern India.
3. identify the various architectural styles that exists in the country to promote heritage tourism.
4. identify the different styles of Indian Architecture.
5. revise the intricacies of Architecture of different periods.

COURSE OUTLINE:

Unit - 1	Architecture of the Historic Periods	15 hrs
1.1	Introduction to Indian Architecture	
1.2	Indus Valley Civilisation – Town Planning	
1.3	Maurya and Kushanas – Stambhas - Stupas - Palace	
Unit - 2	Temple Architecture	15 hrs
2.1	Types of Temple Architecture –Dravida-Nagara-Vesara	
2.2	Nagara and Vesara Temples –Siva Temple at Bhumara – Sun Temple at Konark – Somnath Temple in Gujarat – Aihole Temple	
2.3	Dravidan Temples – Virupaksha Temple - Shore Temple - Belur Brihadeshwara – Madurai Meenakshi Temple	
Unit - 3	Cave Architecture	15 hrs
3.1	Chaityas – Viharas - Bhimbetaka Caves and Elephanta Caves	
3.2	Ajanta and Ellora Caves	
3.3	Karle and Bagh Caves – Mamallapuram Caves – Destination Learning	
Unit - 4	Indo-Islamic Architecture	15 hrs
4.1	Imperial Style - Qutub Complex - Alai Darwaza Tughlaqabad Fort - Lodi Tombs	
4.2	Mughal Style-Humayun's Tomb-Fathepur Sikri-Red Fort-Taj Mahal -Jama Masjid	
4.3	Provincial Style-Gol Gumbaz-Golconda Fort- Charminar	
Unit - 5	Colonial Architecture	15 hrs
5.1	Portuguese – Goa – Bom Jesus Basilica	
5.2	Danish – Fort Dansborg at Tranquebar - French – Puducherry - Foyer Du Soldat	
5.3	British – Kolkata – Victoria Memorial - Delhi - Viceroy House Estate Chennai – Fort St.George	

RECOMMENDED TEXTBOOKS:

1. Brown, Percy. **Indian Architecture, Buddhist and Hindu Periods**, (New Delhi, 1910).
2. Krishna Deva, **Temples of North India**, (New Delhi, 1969)
3. Srinivasan, K.R., **Temples of South India**, (New Delhi, 2005)

REFERENCE BOOKS:

1. A. Desai, Ziyauddin, **Indo-Islamic Architecture**, (New Delhi, 2016)
2. Acharya, P.K., **An Encyclopaedia of Hindu Architecture**, (New Delhi, 1993).
3. Ambujam, Anantharaman., **Temples of South India**, (Madras, 2006)
4. Bakshi, S.R., **Architecture in Indian Sub-Continent**, (New Delhi, 2008).
5. Fergusson, James. **History of Indian and Eastern Architecture**, (New Delhi, 1876).
6. Lang, Jon, **A Concise History of Modern Architecture in India, Permanent Black**, (New Delhi, 2010).
7. Mahajan, Malati, **A Gate to Ancient Indian Architecture**, (New Delhi, 2004).
8. Mathur, Ramprakash. **Architecture of India: Ancient to Modern**, (Uttar Pradesh, 2003).
9. Pramar, V.S., **A Social History of Indian Architecture**, (London, 2005).
10. Tillotson, Giles Henry Rupert, **Paradigms of Indian Architecture: Space and Time in Representation**, (London, 1998).

JOURNALS:

1. Journal of Heritage Tourism, Taylor & Francis, ISSN 1743-873
2. Brand architecture in tourism branding 2010: the way forward for India, Emerald insight, ISSN: 1755-4195

E-LEARNING RESOURCES:

1. <https://www.indiatoday.in/education-today/gk-current-affairs/story/new-details-revealed-about-indus-valley-civilization-why-did-the-people-disappear-1389828-2018-11-16>
2. <https://www.culturalindia.net/indian-architecture/index.html>
3. <https://www.culturalindia.net/indian-architecture/ancient-architecture/cave-architecture.html>
4. <https://www.culturalindia.net/indian-architecture/indo-islamic.html>
5. <https://www.culturalindia.net/indian-architecture/colonial-architecture.html>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Analyze the architectural importance during ancient historic periods.
CO 2	Identify the various types of temple architecture.
CO 3	Explain cave architecture destinations in India.
CO 4	Create knowledge on the features of Indo-Islamic architecture.
CO 5	Discuss the various destinations under Colonial architecture.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	2	2	3	2	3	3
CO 3	3	3	2	3	2	2
CO 4	3	3	2	3	3	3
CO 5	3	3	3	2	1	3
Average	2.6	2.6	2.4	2.6	2.4	2.8

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20	500	40		

	Marks				
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SEMESTER II

SOCIO CULTURAL TOURISM IN INDIA

TOTAL HOURS: 90 HRS

COURSE CODE: TM18/2A/SCT

CREDITS: 5

L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. discuss the Indian culture and tradition through the contribution of different sections on the society.
2. identify the varied practices and customs from ancient Indian society.
3. utilize the social, cultural & historical linkages and values of Indian tradition.
4. predict the Indian culture and its general features
5. identify depth about the customs, fairs and festivals of India

COURSE OUTLINE:

Unit- 1	Ancient Indian Society	20 Hrs
1.1	Sources for the study of Indian society - Literary Sources - Archaeological Sources	
1.2	Indus Valley Civilisation – Social Life	
1.3	Sangam - Society – Culture	
Unit - 2	Indian Culture	20 Hrs
2.1	General Features - Traditions – Food - Customs - Religion	
2.2	Doctrine of Karma - Caste System - Varnashrama Dharma,	
2.3	Kinship - Family patterns - Joint - Nuclear - Merits and Demerits	
Unit – 3	Customs of India	20 Hrs
3.1	Marriages - Hindu- Christian- Muslim	
3.2	Indian Ceremonies- Birth-Marriage- Death	
3.3	Tribal Customs and Ceremonies – Todas – Nagas – Koli – Gonds – Kuravar	
Unit – 4	Unique Festivals	15 Hrs
4.1	Muharram – Basant Panchami - Dussera/Navarathri Durga Pooja - Maha Sivarathri	
4.2	Santhankoodu Festival, Nagore – Chitirai Festival, Madurai Feast Our Lady of Ranson, Kanniyakumari	
4.3	Lohri, Punjab - Hemis Festival, Ladakh	
Unit – 5	Cultural Festivals of India	15 Hrs
5.1	Goa Carnival- Desert Festival- Rajasthan – Kite Festival – Kutch Festival – Kerala Boat Festival – Horn Bill Festival of Nagaland	
5.2	Dance Festivals - Chidambaram - Mammallapuram – Konark	

5.3 Ruhaniyat - The All India Sufi - Music Festival at Thiruvaiyaru – Urs in Rajasthan - Teej in Jaipur

RECOMMENDED TEXTBOOKS:

1. Shankar Rao C.N. **Sociology of Indian Society**, (New Delhi, 2004).
2. Metha, Vishwas, **Cultural Tourism Management** (New Delhi, 2005).
3. Basham A.L. **Cultural History of India**, (New Delhi, 1980).

REFERENCE BOOKS:

1. Robinet Jacob, Sindhu Joseph, Anoop Singh, **Indian Tourism Products**, (New Delhi, 2007).
2. Thandavan. R and Revathy Girish, **Tourism Product**, (New Delhi, 2006).
3. Om Prakash, **Cultural History of India**, (New Delhi, 2005).
4. Kumar. Dr, **Indian Society of Social Institutions**, (Agra, 1931).
5. Lalita Prasad Vidyarthi, Binay Kumar Rai, **The Tribal Culture of India** (New Delhi, 1977).
6. Bose, N.K. **The Structure of Hindu Society** (New Delhi, 1975).
7. Luvkush Mishra, **Cultural Tourism in India**, (New Delhi, 1990).
8. Jagadeesa Ayyar P.V., **South Indian Festivities**, (Chennai, 2005).
9. Krishnamurthy. K. **Social and Cultural Life in Ancient India**, (New Delhi, 1982).
10. Ramacharya, **Tourism and Cultural heritage of India**, (Jaipur, 1980).

JOURNALS:

1. Journal of Hospitality and Tourism Management, Sage Publications, ISSN 1096-3480
2. Forms of adjustment: Sociocultural impacts of tourism, Elsevier Ltd, ISSN: 0160-7383

E-LEARNING RESOURCES:

1. <http://www.historydiscussion.net/articles/sources-of-ancient-indian-history-archaeological-and-literary-sources/2336>
2. www.indianetzone.com/37/indian_tribal_culture.htm
3. <http://www.capertravelindia.com/travel-guide/customs-in-india.html>
4. <https://www.thetravel.com/20-unique-festivals-in-india-we-should-experience-at-least-once/>
5. <https://knowindia.gov.in/culture-and-heritage/festivals.php>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Analyze the social life prevailed in ancient India.
CO 2	Identify the various cultural practices.
CO 3	Discuss the different traditional customs in India.
CO 4	Create knowledge on the distinct festivals existing in the nation.
CO 5	Discuss the diverse cultural ceremonies of the country.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	2
CO 2	2	2	3	2	3	3
CO 3	2	3	2	2	2	2
CO 4	3	3	2	3	3	2
CO 5	3	3	3	2	3	3
Average	2.4	2.6	2.4	2.4	2.8	2.4

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20	500	40		

	Marks			
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SEMESTER II
NON MAJOR ELECTIVE -2
EMERGING TRENDS IN TOURISM

TOTAL HOURS: 30 HRS

COURSE CODE: TM18/2N/ETT

CREDITS: 2

L T P: 2 0 0

COURSE OBJECTIVES:

To enable the students to

1. discuss the contemporary industrial growth of tourism as a major money making sector.
2. create awareness on the impacts of tourism industry on socio-cultural and economical accepts.
3. identify different types of evolving concepts in tourism.

COURSE OUTLINE:

Unit - 1	Introduction to Tourism	10 Hrs
1.1	Definition of tourism- Basic components of Tourism	
1.2	Types of Tourism - Cultural-Religious-Adventure-Health-Sports-Rural	
1.3	Tourism as an Industry	
Unit - 2	Impact of Tourism	10 Hrs
2.2	Factors influencing the growth of Tourism	
2.2	Economic impact of Tourism	
2.3	Social impact of Tourism	
Unit - 3	Emerging Trends in Tourism	10 Hrs
3.1	Rural Tourism- Niche Tourism - Food Tourism	
3.2	Ecotourism – Enotourism - Dark Tourism	
3.3	Virtual Tourism - Tolkien Tourism – Cyber Tourism	

RECOMMENDED TEXTBOOKS:

1. Bhatia A.K., **The Business of Tourism- Concepts and Strategies**, (New Delhi, 2000).
2. Dixit, M and Sheela, C. **Tourism Products**, (Lucknow, 2001).
3. Anil, Varma, **Emerging Trends in Tourism**, (Hyderabad, 2010)

REFERENCE BOOKS:

1. Dixit, M. **Tourism Products**, (Lucknow, 2008).
2. Gupta, SP, Lal, K, Bhattacharya, M. **Cultural Tourism in India**, (New Delhi, 2002).
3. Mason, Peter., **Tourism Impacts, Planning and Management**, (New York, 2016)
4. Pearce, D.G. and Butler, R.W, **Contemporary issues in Tourism development**, (New Delhi, 1999).
5. Roy. A. Cook, Laura. J. Yale, Joseph J. Marqua, **Tourism – The Business of Travel**, (Chennai, 2011).

JOURNALS:

1. Information Technology and Tourism Springer Science + Business Media, ISSN 10983058
2. Tourism destinations 1997, Hodder & Stoughton, ISSN 0340654759

E-LEARNING RESOURCES:

1. <https://www.indiastudychannel.com/resources/140791-What-is-tourism-and-its-types-.aspx>
2. <https://www2.unwto.org/agora/indirect-impact-tourism-economic-analysis>
3. <https://www.managementstudyguide.com/implications-of-emerging-trends-in-tourism.htm>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Create tourism as an industry for economical significance.
CO 2	Analyze the various positive and negative impacts of the industry.
CO 3	Evaluate the evolving trends in the various forms of Tourism.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	3	3	2	3
CO 2	2	2	1	2	3	3
CO 3	3	3	2	3	2	2
Average	2.3	2.3	2.0	2.6	2.4	2.6

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1, K2	A – 10/12 x 5 Marks	250	50	50	-

SEMESTER III COURSE PROFILE – PROGRAMME OF STUDY

COURSE CODE	TITLE OF THE PAPER	CRE DITS	HOU RS/ WK	TOTAL HOURS	L-T-P	CA	SE	TOT AL
	Tamil/Hindi/French/Sanskrit	3	5			40	60	100
	Foundation/General	3	5			40	60	100
TM18/3C/TMG	Tourism Marketing	4	5	75	4-1-0	40	60	100
TM18/3C/EVM	Event Management	4	5	75	4-1-0	40	60	100
TM18/3A/HRM	Human Resource Management	5	6	90	4-2-0	40	60	100
	Soft Skill	3	2			-	50	50
	Environmental Studies	2	2			-	50	50
	TOTAL	24	30					

The above Courses of the B.A. programme enrich the skills in employability /skill development which caters the needs of the student

SEMESTER III
TOURISM MARKETING

TOTAL HOURS: 75 HRS

COURSE CODE: TM18/3C/TMG

CREDITS: 4

L T P: 4 1 0

COURSE OBJECTIVES:

To enable the students to

1. assess knowledge on marketing in tourism industry and its role in developing the organizations and firms.
2. create a detail knowledge on techniques of marketing in promoting a tourism product.
3. apply the skill of business development through understanding tourism sales and promotional activities.
4. communicate the underlying principles, theory of Marketing and concepts in developing Tourism Business
5. identify the current trends and issues in Tourism Marketing.

COURSE OUTLINE:

Unit- 1	Introduction to Tourism Marketing	15 Hrs
1.1	Definition and Need for Marketing in Tourism	
1.2	Special Features of a Tourism Product	
1.3	Functions of Tourism Marketing	
Unit- 2	Techniques of Tourism Marketing	15 Hrs
2.1	Marketing Research- Objectives- Techniques	
2.2	Tourism Market Segmentation - Marketing Mix	
2.3	Product Life Cycle	
Unit-3	Tourism sales Promotion Activities	15 Hrs
3.1	Public Relations -Advertising – Planning for Advertisement - Tourist Publicity	
3.2	Media- Classification- Indoor Media and Outdoor Media	
3.3	Sales support Techniques in Tourism	
Unit-4	Travel and Tourism Fairs	15 Hrs
4.1	Benefits of Tourism Fairs	
4.2	International Tourism Fairs-International Tourism Borse (ITB) - World Travel Mart (WTM) - International Brussels Fair (BTF)	
4.3	Travel and Tourism Fair (TTF) India	
Unit-5	MICE and Tourism Marketing	15 Hrs
5.1	MICE Tourism in India	
5.2	FICCI - Global MICE Travel Mart 2016	
5.3	Chennai Trade Centre, Nandambakkam, Trade Fair at Island Grounds	

RECOMMENDED TEXTBOOKS:

1. Jha S.M. **Tourism Marketing**, (New Delhi, 2004).
2. Bhatia, A.K. **Tourism Management and Marketing**, (New Delhi, 2008).
3. Devashish, Dasgupta, **Tourism Marketing** (Chennai, 2011)

REFERENCE BOOKS:

1. Panda, Tapan K, **Tourism Marketing**, (Hyderabad, 2006)
2. Fyall and Garrod, **Tourism Marketing**, (London, 2000).
3. Pillai .R.S.N and Bagwati, **Modern Marketing**, (New Delhi, 2001).
4. Ratandeep Singh, **Tourism Marketing- Principles, Policies and Strategies**, (Delhi, 2001).
5. Philip Kotler, John. T. Bowen, James. C. Makens, **Marketing for Hospitality and Tourism**, (Chennai, 2002).
6. Kotler Philip, Kevin Lane Keller, **Marketing Management**, (Kolkatta, 2006).
7. Neela Megam, **Marketing in India**, (New Delhi, 1998).
8. Bhatia, A.K **Tourism Management and Principles**, (New Delhi, 2000).
9. Sinha, P.C. **Tourism Marketing**, (New Delhi, 1998).
10. Patel, S.G., **Modern Market Research**, (Uttar Pradesh, 2010).

JOURNALS:

1. Journal of Convention and Event Tourism, Taylor & Francis (Routledge), ISSN 1547-0156
2. Journal of Destination Marketing & Management, Elsevier Ltd , ISSN 2212-571

E-LEARNING RESOURCES:

1. <https://www.marketing91.com/what-is-tourism-marketing/>
2. <http://www.yourarticlelibrary.com/marketing/marketing-research-meaning-definition-and-objectives-explained/25862>
3. <https://yourbusiness.azcentral.com/sales-promotion-tourism-its-objectives-methods-10392.html>
4. <http://www.tofairs.com/fairs.php?fld=&rg=&cnt=&cty=&sct=182>
5. <https://www.tripsavvy.com/what-is-mice-in-the-travel-industry-3252496>

COURSE OUTCOME

CO No.	CO Statement
CO 1	Assess the special features of marketing in a tourism product.
CO 2	Identify the skills of various methods of performing effective tourism marketing functions.
CO 3	Apply the role of sales support techniques in promoting the product.
CO 4	Discuss the different international travel and trade fairs for industrial enhancement.
CO 5	Identify the updates of the industry and the role of MICE in Tourism business

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	2
CO 2	2	2	3	2	3	3
CO 3	3	3	2	3	2	3
CO 4	3	3	2	3	3	1
CO 5	3	3	3	2	3	3
Average	2.6	2.6	2.4	2.6	2.8	2.4

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20	500	40		

	Marks				
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SEMESTER III

EVENT MANAGEMENT

TOTAL HOURS: 75 HRS

COURSE CODE: TM18/3C/EVM

CREDITS: 4

L T P: 4 1 0

COURSE OBJECTIVES:

To enable the students to

1. assess the complexity and wide-ranging scope, role & proposes served by events and fairs managing industries.
2. create a comprehensive knowledge of the details involved in planning and designing an event.
3. discuss the skills required in handling an event effectively.
4. create an insight into the functions and relevance of event management to tourism.
5. analyze the key trends, developments, challenges and opportunities in the event management firms.

COURSE OUTLINE:

Unit - 1	Basics of Event Management	15 hrs
1.1	Definition - Characteristics - Scope of Event Management	
1.2	5 C'S of an event – Concept – Costing – Canvassing – Customization – Carrying out	
1.3	Benefits of event management - Role of the Event Manager	
Unit – 2	Categories and Checklist	15 Hrs
2.1	Categories of events - Private - Corporate - Charity - Live	
2.2	Key steps to successful events-Characteristics and complexities of events	
2.3	Checklist for different events	
Unit - 3	Events Planning and Organising	15 Hrs
3.1	Event Planning and Organising	
3.2	Budget -Venue -Food and Beverage- Speakers –Timeframes Sponsorship- organizers- customers and guests- Invitations and replies - Pre-event responsibilities	
3.3	Hospitality-Transportation- teleconferencing- recording and publishing	
Unit – 4	Event Management and Tourism	15 Hrs
4.1	Cultural Tourism, Incentive Tours – Field Trip	
4.2	Risk Management-Safety and Global Issues	
4.3	Role of Event Management in MICE Tourism - National and International Tourism Events - International Trade Fairs & Marts -Germany - China - Singapore- Hong Kong - U.K	
Unit - 5	Event Security and Etiquette	15 Hrs
5.1	Crowd management - Major risks and emergency planning Incident reporting, emergency procedures	-
5.2	Protocols, dress codes, staging, staffing-Table-seating arrangements - Table settings and Table manners - Business cards	

RECOMMENDED TEXTBOOKS:

1. Chaturvedi, Ashutosh, **Event Management: A Professional and Development Approach**, (New Delhi, 2009)
2. Diwakar Sharma, **Event Planning and Management**, (New Delhi, 2009).
3. Sita Ram Singh, **Event Management**, (New Delhi, 2013).

REFERENCE BOOKS:

1. Peter E. Tarlow, **Event Risk Management and Safety**, (New York, 2002)
2. Ratandeep Singh, **Meeting, Conference, Association, Event and Destination Management**, (New Delhi, 2006).
3. Sanjaya Singh Gaur & Sanjay V.Saggere, **Event Marketing and Management Reprint**, (New Delhi, 2013).
4. Van Der Wagen & Brenda R.Carlos, **Event Management: For Tourism, Cultural, Business and Sporting Events Lynn**, (New Delhi, 2012).
5. Ramsborg, G.C, **Professional meeting management: Comprehensive strategies for meetings, conventions and events**, (USA, 2008).
6. Bowdin, Glenn; Johnny Allen, **Events Management**, (New York, 2008).
7. Ruth Dowson, David Bassett, **Event Planning and Management: A Practical Handbook for PR and Events Professionals**, (London 2015)
8. Blokdiijk , Gerard, **Event Management - Simple Steps to Win, Insights and Opportunities for Maxing out Success**, (USA, 2004).
9. Milena M. Parent, Jean-Loup Chappelet, **Handbook of Sports Event Management**, (London, 2015).
10. David Allen, **Getting Things Done: The Art of Stress-Free Productivity**, (New York, 2015).

JOURNALS:

1. Journal of Convention and Event Tourism, Taylor & Francis (Routledge), ISSN 1547-0156
2. International Journal of Contemporary Hospitality Management, Emerald Publications, ISSN 0959-6119

E-LEARNING RESOURCES:

1. <https://www.cleverism.com/skills-and-tools/event-management/>
2. <https://support.theeventscalendar.com/787141-Event-Categories>
3. <http://www.management-hub.com/events-5cs.html>
4. http://aurora.turiba.lv/training/EN/CT_module_EN/Part_158.htm
5. <http://www.eventplanninggroup.com/services/event-security-safety>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Discuss the basics of event management.
CO 2	Create knowledge on the different categories of events and their characteristics.
CO 3	Evaluate the effectiveness of the role of planning and organizing an event.
CO 4	Create an insight into the functions and relevance of event management to tourism.
CO 5	Identify the security measures and discuss the protocols on professional outcome of an event.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	2
CO 2	2	2	3	2	3	3
CO 3	3	3	2	1	2	2
CO 4	3	3	2	3	3	1
CO 5	2	3	3	2	3	3
Average	2.4	2.6	2.4	2.2	2.8	2.2

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20	500	40		

	Marks			
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SEMESTER III

HUMAN RESOURCES MANAGEMENT

TOTAL HOURS: 90 HRS

COURSE CODE: TM18/3A/HRM

CREDITS: 5

L T P: 4 2 0

Course Objectives

To enable the students to

1. create an understanding that tourism is a labor intensive sector and the challenges faced by the industry.
2. compile information on Job selection, evaluation, specification, personnel welfare.
3. assess knowledge on various human resource management practices and the role HR manager in an organization
4. outline the values of Human Resources Management in Tourism Industry.
5. create knowledge on personnel management in operating effective Human resource.

COURSE OUTLINE:

Unit – 1	Scope and Values	20 Hrs
1.1	Meaning –Objectives- Importance	
1.2	Functions – Challenges - Opportunities	
1.3	Need for Human Resource Management in Tourism Industry	
Unit – 2	HR Planning	20Hrs
2.1	Man Power Planning - Meaning- Characteristics - Factors	
2.2	Steps in Human Resource planning	
2.3	Forms of Man Power Planning.	
Unit - 3	Recruitment and Selection	20Hrs
3.1	Recruitment – Meaning – Source	
3.2	Interview – Types – Selection – Method – Process	
3.3	Placement- Induction - Training – Performance appraisal.	
Unit - 4	Job Evaluation	15 Hrs
4.1	Job Evaluation – Concept - Scope - limitations	
4.2	Job analysis - Job descriptions - Job Linkages	
4.3	Job Specification - Job design.	
Unit – 5	Personnel Welfare	15 Hrs
5.1	Employee Morale – Morale building	
5.2	Stress Management – Causes – Counseling	
5.3	Current Issues and Trends in Human Resource Management	

RECOMMENDED TEXTBOOKS:

1. Dessler, G., **Human Resource Management**, (New Delhi, 2011).
2. Rao, V. S. P., **Human Resource Management**, (Noida, 2010)
3. Mamoria, C.B. and Gaonkar, S.V., **Personnel Management**, (New Delhi, 2011).

REFERENCE BOOKS:

1. Ashwathappa, K., **Human Resource Management**, (New Delhi, 2010).
2. Roberts, Gareth, **Recruitment and Selection: A Competency Approach**, (Wiltshire, 2004)
3. David D. Balkin and Robert L. Cardy, **Managing Human Resources**, (New Delhi, 2010).
4. D'Souza Mario, **Tourism Development and Management**, (New Delhi, 1998).
5. P. N.,Singh, **Employee Relations Management**, (New Delhi, 2011)
6. Bhatia A.K., **Tourism Development, Principles and Practices**, (New Delhi, 2010).
7. Mathis, R.L., Jackson, J. and Johnson, R., **Human Resource Management**, (USA, 2010).
8. Noe, R.A., Hollenbeck, Gerhart and Wright, **Fundamentals of Human Resource Management**, (New York, 2012).
10. Garry Dessler, **A Framework for Human Resource Management**, (Noida, 2011).

JOURNALS:

1. Journal of Human Resources in Hospitality and Tourism, Taylor & Francis Group, ISSN 1533-2845
2. The Human Dimension: A Review of Human Resources Management Issues in the Tourism and Hospitality Industry, Sage Journals, ISSN: 1755-1315

E-LEARNING RESOURCES:

1. <https://www.humanresourcesedu.org/what-is-human-resources/>
2. <https://businessjargons.com/human-resource-planning.html>
3. <https://www.toppr.com/guides/business-management-and-entrepreneurship/human-resource-management/selection-process/>
4. <https://www.civilserviceindia.com/subject/Management/notes/job-evaluation.html>
5. <https://crpf.gov.in/welfare.htm>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Outline the human resource management significance in an organisation
CO 2	Communicate the process of human resource management planning
CO 3	Create knowledge on various human resource process and practices
CO 4	Discuss Job evaluation methods and its impact on the company
CO 5	Identify evolving trends in Human resource management.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	2	2	3	2	3	2
CO 3	3	3	2	3	2	2
CO 4	3	3	2	3	3	3
CO 5	1	3	3	2	3	1
Average	2.2	2.6	2.4	2.6	2.8	2.2

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Paper

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		

K3	C – 2/4 x 20 Marks	500	40		
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SEMESTER IV COURSE PROFILE – PROGRAMME OF STUDY

COURSE CODE	TITLE OF THE PAPER	CRE DITS	HOU RS/ WK	TOTA L HOUR S	L-T-P	CA	SE	TOTAL
	Tamil/Hindi/French/Sanskrit	3	5			40	60	100
	Foundation/General	3	5			40	60	100
TM18/4C/TIM	Travel Intermediaries Management	4	5	75	4-1-0	40	60	100
TM18/4C/APM	Airport Management	4	5	75	4-1-0	40	60	100
TM18/4A/FAR	Fundamentals of Archaeology	5	6	90	4-2-0	40	60	100
	Soft Skills	3	2			-	50	50
	Value Education	2	2			-	50	50
	Total	24	30					

The above Courses of the B.A. programme enrich the skills in employability/skill development which caters the needs of the student.

SEMESTER IV

TRAVEL INTERMEDIARIES MANAGEMENT

TOTAL HOURS: 75 HRS

COURSE CODE: TM18/4C/TIM

CREDITS: 4

L T P: 4 1 0

COURSE OBJECTIVES

To enable the students to

1. assess, evaluate and employee knowledge about travel services provided by service providers.
2. discuss the generating entrepreneurship in tourism by understanding the concepts of travel agencies and tour operators.
3. create knowledge on tour operations and travel agencies management
4. identify the importance of Itinerary and its utilization in travel process.
5. analyze the information technology in travel agent industry and its benefits for companies to provide advanced activities to tour business.

COURSE OUTLINE:

Unit – 1	Introduction to Travel Intermediaries	15 hrs
1.1	Meaning - Definition –Types - Travel Agency - Tour Operators	
1.2	Nature and Scope - Tour Operation	
1.3	Origin – Structure – Functions – Travel Agency	
Unit – 2	Travel Legislations and Organisations	15 hrs
2.1	Travel Agency Linkages- Airlines- Hotels- Cruise Companies- Insurance Companies- Banks- Educational Institutions- Travel Trade Associations	
2.2	International Air Transport Association (IATA) - International Civil Aviation Organization (ICAO) - Universal Federation of Travel Agents Association (UFTAA)	
2.3	Indian Association of Tour Operators (IATO) - Travel Agents Association of India (TAAI) – IATA Agents Association of India (IAAI)	
Unit – 3	Travel Services	15 hrs
3.1	Tour Packages – Planning – Costing –Pricing	
3.2	Itinerary – Meaning - Types of Itinerary – Drafting an itinerary	
3.3	Ancillary Services of Travel Agencies – Car Rentals - Insurance - Foreign Exchange - Travel documents	
Unit – 4	Tour Guiding and Principles	15 hrs
4.1	Definition and scope of a tourist guide - Types of Guides	
4.2	Responsibilities of a Tourist Guide	
4.3	Tour Escort – Group Inclusive Tours (GIT) – Travel Agent – Free Inclusive Tours (FIT)	
Unit – 5	Information Technology in Travel Agency	15 Hrs
5.1	Computers in Travel Agency – Global Distribution System (GDS)	
5.2	Computer Reservation System (CRS) – Amadues – Galileo – Sabre – Abacus	
5.3	OTA - Online Travel Agencies – IRCTC - makemytrip.com - yatra.com – cleartrip.com - goibibo.com	

RECOMMENDED TEXTBOOKS:

1. Seth Prannath and Sushma Seth Bhatt, **An Introduction to Travel and Tourism**, (New Delhi, 2000).
2. Negi Jagmohan, **Tour Guide and Tour Operation Planning**, (New Delhi, 2004).
3. Jagmohan Negi, **Travel Agency and Tour Operations**, (New Delhi, 2004).

REFERENCE BOOKS:

1. Bhatia A.K. **Tourism Development and Principles** (New Delhi, 2002).
2. Seth Pran Nath, **An introduction to Travel and Tourism** (New Delhi, 2003).
3. Bhatia A.K., **Tourism Management and Marketing – The Business of Travel Agency Operation** (New Delhi, 2012).
4. Holloway, J.C., **The Business of Tourism**, (Plymouth, 1983).
5. Syratt Gwenda, **Manual of Travel Agency Practice**, (London, 1995).
6. Stevens Laurence, **Guide to Starting and Operating Successful Travel Agency**, (New York, 1990).
7. Chand, Mohinder, **Travel Agency Management**, (New Delhi, 2009).
8. Foster, Douglas, **Travel and Tourism Management**, (London, 1983).
9. Manohar Puri and Gyan Chand, **Travel Agency and Tourism**, (New Delhi, 2006).
10. Babu Suthesana.S. **Tourism Development Revisited-Concepts, Issues and Paradigms**, (New Delhi, 2008).

JOURNALS:

1. Journal of Hospitality and Tourism Management, Sage Publications, ISSN 1096-3480
2. Analyzing project management research: Perspectives from top management journals, Elsevier Ltd, ISSN: 0263-7863

E-LEARNING RESOURCES:

1. <https://www.prospects.ac.uk/job-profiles/travel-agency-manager>
2. <https://www.travelagentsofindia.com/>
3. <http://leannestravelandtourisminfo.weebly.com/ancillary-services.html>
4. <https://prezi.com/hzeboihfizf5/tour-guiding-principles-techniques/>
5. <https://www.keyfortravel.com/knowledge/technology-in-travel-agencies-7-fundamental-changes-that-impact-the-travel-agents-revenue-2>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Identify the role of travel intermediaries in the Industry.
CO 2	Discuss the global organizations associated with travel Industry
CO 3	Create knowledge on travel services and costing process.
CO 4	Compare different types of travel forms and its scope.
CO 5	Discuss the role of information technology in tourism sector.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	2
CO 2	2	2	3	2	3	2
CO 3	2	3	2	3	2	3
CO 4	3	2	2	3	3	3
CO 5	3	3	3	2	3	2
Average	2.4	2.4	2.4	2.6	2.8	2.4

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER IV
AIRPORT MANAGEMENT

TOTAL HOURS: 75 HRS

COURSE CODE: TM18/4C/APM

CREDITS: 4

L T P: 4 1 0

Course Objectives

To enable the students to

1. discuss the airline aviation administration and familiarize the structural pattern of the airline industry.
2. create knowledge about the major international airlines and its operations.
3. outline the importance of civil aviation organization in managing airports and its functions.
4. identify the various aspects of dynamics in airline industry.
5. explain the various departmental functioning in Airport.

COURSE OUTLINE:

Unit- 1	Major International Airlines	15 Hrs
1.1	History of International Aviation - History of Indian Aviation	
1.2	Major Airlines – USA- South West Airlines – UK- British Airways – Germany - Lufthansa – France – Air France	
1.3	Major Airlines - Middle East- Emirates - Ethihad – Qatar - Saudi Arabian Airlines — South East Asia - Biman Bangladesh Airlines – Thai Airlines – Singapore Airlines – Cathay Pacific - Bangkok Airways	
Unit-2	Aviation Administration	15Hrs
2.1	Federal Aviation Administration (FAA), Aviation Laws	
2.2	Aviation Safety and Security - Aviation Training and advancement	
2.3	Career opportunities in Aviation - Airport ground crew – Flight attendant - Air Hostess - Pilot - Meteorologist	
Unit- 3	Civil Aviation Organizations	15 Hrs
3.1	Ministry of Civil Aviation - Director General of Civil Aviation	
3.2	Bureau of Civil Aviation Security (BCAS)	
3.3	Airport Authority of India (AAI) - Air India- Indian Airlines - Pawan Hans Helicopters Ltd., (PHHL) - Hindustan Aeronautics Limited – Private Airlines in India – Destination Learning – Airport Visit	
Unit-4	Passengers and Airport	15Hrs
4.1	Airport Check-in formalities – special charges- prohibited items – Customs Clearance	
4.2	Passenger Irregularities - Handling delay - Transit - cancellation	
4.3	Categories of Passengers- VIP's- Commercially important Passengers- frequent fliers- No show - Go show	
Unit-5	Airport Structure	15Hrs
5.1	Airport Management structure	
5.2	Airport Facilities – Lounge - Foreign Exchange – Restaurants – Duty Free Shops – Nursing Rooms – Prayer Hall – Book Shops – First Aid – Wheelchair service – Shuttle Service – Battery cars - Air Traffic control - Airport Security	
5.3	Cargo - Freight service	

RECOMMENDED TEXTBOOKS:

1. Jagmohan Negi, **Air Travel, Ticketing and Fare Construction**, (New Delhi, 2004).
2. K.P. Jha, **International tourism Management**, (New Delhi, 2011).
3. **IATA Manual**, (2008)

REFERENCE BOOKS:

1. **IATA Foundation Course Modules**
2. **Travel Information Manual and Official Airlines Guide**
3. Jitendra K. Sharma, **Flight Reservation and Airline Ticketing**, (New Delhi, 2009).
4. Baba P. George, Alexander Nedelae, **International Tourism, World Geography and Development Perspectives**, (New Delhi, 2004).
5. Shilendra Sengar, **Aviation and Hospitality**, (New Delhi, 2008).
6. Ratandeep Singh, **Handbook of global aviation industry and Hospitality Services**, (New Delhi, 2009).
7. Jagmohan Negi, **International Tourism and Travel**, (New Delhi, 2004).
8. Jagmohan Negi, **Travel Agency and Tour Operations**, (New Delhi, 2004).
9. A.K. Bhatia, **The Business of Travel Agency Operations and administration**, (New Delhi, 2012).
10. Dennis L. Foster, **The Business of Travel Agency, Operations and Administrations**, (California, 1991).

JOURNALS:

1. Current Issues in Tourism, Taylor and Francis online, ISSN 13683500
2. Critical Issues in Air Transport and Tourism, Taylor and Francis online, ISSN 1461-6688

E-LEARNING RESOURCES:

1. <https://www.indianmirror.com/indian-industries/aviation.html>
2. www.igjaindia.in/airport-ground-services.html
3. <http://www.knowindia.net/aviation.html>
4. <http://www.airport.md/people-with-disabilities-en/>
5. <http://www.airport-world.com/features/airport-design/1349-all-in-the-design.html>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Discuss Aviation as a fastest growing industry with importance to major airlines.
CO 2	Discuss the different roles performed by the aviation administrative organizations.
CO 3	Create knowledge on the civil aviation authorities.
CO 4	Identify the formalities and irregularities involving air travel.
CO 5	Analyze the airport management structure.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	1
CO 2	2	2	3	2	3	3
CO 3	3	3	2	3	2	3
CO 4	2	2	2	3	3	3
CO 5	3	2	3	3	3	2
Average	2.4	2.2	2.4	2.8	2.8	2.4

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER IV
FUNDAMENTALS OF ARCHAEOLOGY

TOTAL HOURS: 90 HRS

COURSE CODE: TM18/4A/FAR

CREDITS: 5

L T P: 4 2 0

COURSE OBJECTIVES

To enable the students to

1. outline the need, scope and nature of archaeological studies in tourism.
2. discuss the possibilities of learning techniques in archaeology as a science.
3. revise various historians and archaeologists who played a major role in elevating the numerous fields of archaeology.
4. create an interest in the specializing the study of Archaeology at the research level.
5. communicate knowledge on the different types of archaeological explorations in India.

COURSE OUTLINE:

Unit – 1	Understanding Archaeology	20 hrs
1.1	Archaeology - Definition- Nature - Aims	
1.2	Scope of Archaeology	
1.3	World Archaeology	
Unit – 2	Trends in Archaeology	20 hrs
2.1	Different kinds of Archaeology- Marine – Aerial – Salvage - Ethno	
2.2	Pre-Historic Archaeology - Historical Archaeology – Environmental - Economic Archaeology	
2.3	New Archaeology – Feminist Archaeology - Experimental Archaeology	
Unit – 3	Science and Archaeology	20 hrs
3.1	Archaeology and Botany – Physics – Zoology - Chemistry	
3.2	Archaeology and Geology	
3.3	Archaeology and Metallurgy	
Unit – 4	Principles and Methods of Exploration and Excavation	15 hrs
4.1	Exploration – Significance and Importance – Manual and Scientific	
4.2	Excavation – Aim – Kinds – Techniques - Destination Learning	
4.3	Epigraphy and Numismatics – Definition - Importance and Types	
Unit – 5	Growth and History of Archaeology in India	15 hrs
5.1	Archaeological Survey of India - State Department of Archaeology	
5.2	Archaeologists in India – Alexander Cunningham – Lord Curzon – Sir John Marshal – Sir Mortimer Wheeler – H. D. Sankalia	
5.3	Archaeological Studies in Universities – Madras University – Deccan College, Pune - Delhi School of Archaeology, New Delhi	

RECOMMENDED TEXTBOOKS:

1. Raman, K.V., **Principles and Methods of Archaeology**, (Chennai, 1998).
2. Roy, Surendranath, **The Story of Indian Archaeology**, (New Delhi, 1961).
3. Ghosh, A., **An Encyclopaedia of Indian Archaeology**, (New Delhi, 1990)

REFERENCE BOOKS:

1. Chakrabarthi, Dilip .K. **India, An Archaeological History, Palaeolithic Beginnings to Early Historic Foundations**, (New Delhi, 2001).
2. Archaeological Survey of India, **Archaeological Remains, Monuments and Museums, (Part I & II)**, (New Delhi, 1996).
3. Chakrabarty, Dilip K., **India: An Archaeological History: Palaeolithic Beginnings to Early Historic Foundations**, (London, 2009)
4. Webster, Graham, **Practical Archaeology-an Introduction To Archaeological Field Work And Exploration**, (London, 1974).
5. Clark D.L. **Analytical Archaeology**, (London, 1968).
6. Sengupta, Gautam, Kaushik Gangopadhyay, **Archaeology in India: Individuals, Ideas, and Institutions**, (New Delhi, 2009)
7. Wheeler, Mortimer, **Archaeology from the Earth**, (New Delhi, 2004).
8. Ganguly, Dilip Kumar, **Ancient India, History and Archaeology**, (New Delhi, 1994)
9. Atkinson, R.J.C., **Field Archaeology**, (London, 1953)
10. Fleming .S. **Dating in Archaeology**, (London, 1977).

JOURNALS:

1. Journal of Heritage Tourism, Taylor & Francis, ISSN 1743-873
2. The use and relevance of archaeology in the post-modern world: views from India, Taylor and Francis online, ISSN: 0043-8243.

E-LEARNING RESOURCES:

1. <http://www.archaeologyexpert.co.uk/whatisarchaeology.html>
2. <http://skepchick.org/2010/03/feminist-archaeology/>
3. <https://www.sciencedaily.com/terms/archaeology.htm>
4. <http://archeology.medhassu.in/schemes/exploration-and-excavation>
5. <https://science.howstuffworks.com/environmental/earth/archaeology/archaeology1.htm>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Create knowledge on nature and scope of archaeology.
CO 2	Discuss latest trends in archaeological studies.
CO 3	Analyze the science behind archaeology.
CO 4	Identify principles and methods involved in excavation.
CO 5	Discuss the growth and History of Indian archaeology.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	3	2	3	2
CO 2	2	2	3	2	3	3
CO 3	3	3	2	3	2	1
CO 4	3	3	1	3	1	3
CO 5	1	3	3	2	3	2
Average	2.2	2.6	2.4	2.4	2.4	2.2

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER V COURSE PROFILE – PROGRAMME OF STUDY

COURSE CODE	TITLE OF THE PAPER	CRE DITS	HOU RS/ WK	TOTA L HOUR S	L-T-P	CA	SE	TOT AL
TM18/5C/POM	Principles of Management	4	6	90	4-2-0	40	60	100
TM18/5C/HMC	Hotel Management and Catering	4	6	90	4-2-0	40	60	100
TM18/5C/ATF	Air Ticketing and Fare Construction	4	6	90	4-2-0	40	60	100
TM18/5E/CIT	Computer Networking and Information Systems in Tourism	5	6	90	4-2-0	40	60	100
TM18/5E/MTM	Medical Tourism	5	6	90	4-2-0	40	60	100
	Total	22	30					

The above Courses of the B.A. programme enrich the skills in employability / skill development which caters the needs of the student.

SEMESTER V
PRINCIPLES OF MANAGEMENT

TEACHING HOURS: 90 HRS
CREDIT: 4

COURSE CODE: TM18/5C/POM
L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. outline the importance of management.
2. discuss the various principles in the study of management.
3. explain the need of management plans in running a business.
4. analyze the managerial skills in a work environment.
5. create knowledge on business communication skills for effective organizational management.

COURSE OUTLINE:

Unit – 1	Nature and Significance of Management	20 Hrs
1.1	Definition - Meaning - Characteristics -Functions - Importance of Management	
1.2	Henry Fayol's Principles of Management	
1.3	F.W. Taylor's Scientific Management	
Unit - 2	Need for Planning	20 Hrs
2.1	Meaning – Features - Importance	
2.2	Process of planning - Merits and Limitations	
2.3	Types of Plans	
Unit – 3	Organizing and Staffing	15 Hrs
3.1	Organizing - Importance - Types - Components	
3.2	Delegation of Authority- Decentralization	
3.3	Staffing - need and importance	
Unit - 4	Communication	20Hrs
4.1	Communication - Features - Importance	
4.2	Types of Communication – Formal – Informal – Consensus - Upward – Downward - Paraphrasing	
4.3	Barriers to effective communication	
Unit – 5	Controls and Coordination	15 Hrs
5.1	Leadership - Control – Process - Importance	
5.2	Coordination- Techniques of effective co-ordination	
5.3	Directing- Principles - Importance of Supervision	

RECOMMENDED TEXTBOOKS:

1. Upendra Kaushik Smita Bhatnagar, **Principles and practice of Management** (Jaipur, 2008)
2. Prasad, **Principles and practice of Management** (New Delhi, 2007).
3. Thripathi, **Principles of Management** (New Delhi, 2008).

REFERENCE BOOKS:

1. Flippo, **Principles of personal Management**, (Oxford, 2000).
2. Chandan, J.S., **Principles of Management (WBUT)**, (Noida, 2014)
3. By New man, **The process of Management**, (United Kingdom, 1999).
4. Terry and Frank in **Principles of Management**, (New Delhi, 2000).
5. Haimann, **Professional Management**, (London, 2000).
6. Massie Joseph, **Essential of Management**, (New Delhi, 2001).
7. Bagad, V.S., **Principles of Management**, (Pune, 2006)
8. Dale, **Management theory and practice**, (London, 1999).
9. Druker, **The practice of Management**, (Oxford, 2010).
10. Stog Dill, **Making of Management**, (London, 2000).

JOURNALS:

1. Journal of Hospitality and Tourism Management, Sage Publications, ISSN 1096-3480
2. Journal of Destination Marketing & Management, Elsevier Ltd, ISSN: 2212-571X

E-LEARNING RESOURCES:

1. https://www.managementstudyguide.com/management_importance.htm
2. <http://www.economicdiscussion.net/economic-planning/need-for-economic-planning-in-underdeveloped-countries/4664>
3. https://www.managementstudyguide.com/management_functions.htm
4. <https://www.managementstudyguide.com/managerial-communication.htm>
5. <http://www.businessdictionary.com/definition/management-control.html>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Create knowledge on nature and importance of management principles.
CO 2	Evaluate need for the process of planning in management.
CO 3	Discuss the importance of organizing and staffing.
CO 4	Identify the need for effective communication in management.
CO 5	Assess the significance of co-ordination and control in an organization.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	2	3	3	3
CO 2	2	2	3	2	3	3
CO 3	2	3	2	3	2	3
CO 4	2	3	2	3	3	2
CO 5	3	2	3	2	3	3
Average	2.4	2.4	2.4	2.6	2.8	2.8

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER V
HOTEL MANAGEMENT AND CATERING

TEACHING HOURS: 90 HRS
CREDITS : 4

COURSE CODE: TM18/5C/HMC
L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. formulate the structure of hotel industry and its advances in operating systems.
2. create appropriate knowledge on the various services provided by the hotel industry.
3. assess the understanding of the future trends and challenges in hospitality industry.
4. evaluate knowledge on the taste and preferences from customers perception.
5. plan the procedures for serving various beverages and food services.

COURSE OUTLINE:

Unit - 1	Introduction to the Hotel Industry	20hrs
1.1	Origin and growth of Hotels - Classification, Grading and Categorization – Destination learning	
1.2	Major International Hotel Chains and Hotel chains of India	
1.3	Federation of Hotel and Restaurant Association of India (FHRAI) International Hotel and Restaurant Association (IH and RA)	
Unit – 2	Classification of Catering Establishments	20 hrs
2.1	Hotels and Restaurants: Bars- Popular Catering Establishments -Fast Food Restaurants	
2.2	Outdoor Catering – Airways – Railways – Ship - Corporate	
2.3	Welfare Catering-Club Catering-Industrial Catering-Institutional Catering - Leisure linked Catering-Departmental Store Catering	
Unit - 3	Menu Patterns	15 hrs
3.1	Basic Considerations and Constraints in Menu Planning -Management's Perspective -Consumer's Perspective	
3.2	Menu Patterns -Types of Menus -Table d' Hote Menus - A la Carte Menus	
3.3	Menu Design and Pointers	
Unit – 4	Food and Beverage Services	15 hrs
4.1	Restaurants – Bars – Pubs – Inns – Fast Food	
4.2	Food Service- English-American-French-Cafeteria-Grill Room - Buffet – Russian Guerdon - Banquet	
4.3	Beverage Service - Types of Beverages-Non-Alcoholic and Alcoholic - Procedures for Serving Beverages	
Unit - 5	Future Trends in the Hospitality Industry	20 hrs
5.1	Transformation of Hospitality Industry	
5.2	Hotel Markets and Properties of the Future- Reservations and Check-ins	
5.3	Hotels of Future - Space Hotels – Hydropolis - Capsule Hotels – Virtual Hotels	

RECOMMENDED TEXTBOOKS:

1. Jay Kandampully, Connie Moli, Beverly Sparks, **Service Quality Management in Hospitality and Tourism**, (Noida, 2008).
2. Negi, J.M.S., **Professional Hotel Management**, (New Delhi, 2014).
3. Rathi, Manish, **Hotel Tourism and Hospitality Management**, (Delhi, 2000).

REFERENCE BOOKS:

1. Andrews, Sudhir : **Hotel Front Office**, (New Delhi, 1985).
2. Andrews, Sudhir, **Food and Beverage Service**, (New Delhi, 1991).
3. ChandaAshik C, **Hotel Tourism and Catering Management**, (New Delhi, 2009).
4. Graham Bruce, **Hotel and Catering Management**, (New Delhi, 1991).
5. Dhawan, Vijay, **Food and Beverage Service**, (Noida, 2010).
6. Zulfiker, Mohammed, **Tourism and Hotel Industry**, (New Delhi 1998)
7. Singh, Ratan Deep, **Tourist India Hospitality Services, Vol. III**, (New Delhi, 2001).
8. Rutherford, **Hotel Management Operators**, (New Jersey, 2002).
9. Nowley, Tim, **Hospitality Management an Introduction**, (New York, 1998).
10. Verghese, Brian, **Professional Food and Beverage Service Management**, (Chennai, 2003).

JOURNALS:

1. A Content Analysis of Subject Areas and Research Methods Used in Five Hospitality Management Journals, Sage Journals, ISSN 1096-3480
2. Journal of Hospitality and Tourism Technology, Emerald Publishing, ISSN 1757-9880

E-LEARNING RESOURCES:

1. <https://hmhub.me/introduction-to-the-hotel-industry-and-growth-of-hotel-industry-in-india-the-hotel-catering-industry/>
2. <https://ezinearticles.com/?The-Different-Types-Of-Catering-Establishments&id=7978297>
3. <https://lightningdesignsystem.com/accessibility/patterns/menu/>
4. <https://setupmyhotel.com/train-my-hotel-staff/f-and-b/591-types-of-f-b-service.html>
5. <https://www.businessdestinations.com/relax/top-5-hospitality-trends-in-2019/>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Analyze various aspects of hotel industry.
CO 2	Compare the various classifications of catering establishments.
CO 3	Explain the pattern designing of menus and its planning process.
CO 4	Discuss the varieties of food and beverage services in hotels and other outlets.
CO 5	Identify the opportunities and trends in hospitality industry.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	2
CO 2	2	2	3	2	3	3
CO 3	2	3	2	3	2	3
CO 4	3	3	2	3	3	2
CO 5	3	3	3	2	3	3
Average	2.4	2.6	2.4	2.6	2.8	2.6

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER V
AIRTICKETING AND FARE CONSTRUCTION

TEACHING HOURS: 90 HRS
CREDITS: 4

COURSE CODE: TM18/5C/ATF
L T P: 4 2 0

COURSE OBJECTIVES

To enable the students to

1. identify deeper knowledge on international air transport and types of air carriers.
2. apply the various formalities of travel and to know the various norms followed in fare construction
3. create the structuring of an airfare with the knowledge on basic elements of air ticketing and fare construction.
4. create knowledge international regulations of air travel to execute in a work environment.
5. discuss theoretical knowledge on airfare pricing and fare construction along with industrial terminology

COURSE OUTLINE:

Unit - 1	Air Transport	20 hrs
1.1	Air Transport - International Airline Codes – Indian Airport Codes	
1.2	Types of Air Carriers – International and Domestic – Scheduled and Non-scheduled	
1.3	Flight handling and In-flight services	
Unit – 2	International Airlines Regulations	20 hrs
2.1	International Regulations - Chicago Convention - Bilateral Agreement – Freedom of Air	
2.2	Warsaw Convention - Montreal Convention	
2.3	International Aviation Women's Association (IAWA)	
Unit - 3	Basic Elements of Air Fares	20 hrs
3.1	Class of Service - Fare Basis - Rules	
3.2	Guidelines for fare construction - One Way Trip - Circle Trip - Round Trip - Around the World Trip- Open Jaw	
3.3	Baggage - Baggage allowance - Checked Baggage - Excess Baggage surcharge	
Unit – 4	Fare construction	15 hrs
4.1	Mileage System – International Sales Indicators (ISI) - Special fares	
4.2	Taxes Fees Charges (TFC) - Billing and Settlement Plan (BSP)	
4.3	Lowest Combinations Principles	
Unit – 5	Travel Documents and Travel Formalities	15 hrs
5.1	Passport – Types - Passport Language - National Status- Limitations on Passport issue	
5.2	VISA- Conditions of issue – Types - Entry and Duration of Stay	
5.3	Travel Information Manual (TIM) on Health Certificates - Customs and Currency - Travel Insurance - General Preventive Measures - Consequences of Negligence	

RECOMMENDED TEXTBOOKS:

1. Negi Jagmohan, **Air Ticketing and Fair Construction**, (New Delhi, 2008).
2. Negi Jagmohan, **Tour Guide and Tour Operation Planning** (New Delhi, 1998).
3. **IATA - Standards and Manuals.**

REFERENCE BOOKS:

1. Bhatia A.K., **Tourism Development**, (New Delhi, 2013).
2. Wensveen, Dr John G., **Air Transportation: A Management Perspective**, (Burlington, 2011).
3. Negi Jagmohan, **Travel Agency and Tour Operation** (New Delhi, 1998).
4. Bhatia A.K., **Tourism Development**, (New Delhi, 2002).
5. Philip G. Davidoff, Doris S. Davidoff, **Air Fares and Ticketing**, (New Jersey, 1995)
6. D'Souza Mario, **Tourism Development and Management**, (Jaipur, 2002).
7. Kotler, Philip.; **Kevin Lane Keller Marketing Management**, (Chennai, 2006).
8. Morrison, Steven, Clifford Winston, **The Evolution of the Airline Industry**, (Washington, 1995).
9. Ali, Md. Abu Barkat, **Travel and Tourism Management**, (Delhi, 2015)
10. Milde, Michael, **International Air Law and ICAO**, (Netherlands, 2008).

JOURNALS:

1. Information Technology and Tourism Scopus Springer Science + Business Media, ISSN 10983058
2. Airfare Distribution by Trip Purpose, National Academy of Sciences, ISSN 0361-1981

E-LEARNING RESOURCES:

1. <http://www.iata.org/publications/Pages/standards-manuals.aspx>
2. <https://www.icao.int/sustainability/Pages/economic-policy.aspx>
3. <https://factly.in/what-are-the-various-components-of-your-air-fare/>
4. <https://www.iitcworld.com/courses/aviation-and-iata-training-programs/international-airlines-and-travel-management/detailed-curriculum.php>
5. <https://travel.gc.ca/travelling/documents>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Create theoretical knowledge on Air transport.
CO 2	Analyze various regulations on International airlines.
CO 3	Obtain knowledge on basic elements associated with air travel.
CO 4	Discuss various norms followed in fare construction.
CO 5	Assess the formalities and documents needed for the air travel

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	3	3	3	2
CO 2	2	2	2	2	3	2
CO 3	3	3	2	3	2	3
CO 4	3	2	2	3	3	3
CO 5	2	3	3	3	3	3
Average	2.4	2.4	2.4	2.8	2.8	2.6

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3,K4	C – 2/4 x 20 Marks	500	40		

SEMESTER V
COMPUTER NETWORKING AND INFORMATION SYSTEMS IN TOURISM
ELECTIVE: 1

TEACHING HOURS: 90 HRS
CREDITS: 5

COURSE CODE: TM18/5E/CIT
L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. explain the appropriate use of Information technology in the field of Tourism and Travel management.
2. create knowledge on the advanced development of information technology in tourism industry.
3. outline the structure of computer and its utility.
4. Identify the impact of Information Technology in the use of Tourism business.
5. assess current technical concepts and practices on information management, ticketing, database and networking.

COURSE OUTLINE:

Unit-1	Computer System	20 Hrs
1.1	Structure – Functions – Types	
1.2	MS Office: MS Word, Ms Excel, MS PowerPoint, Access and outlook Express	
1.3	Local Area Network - Wide Area Network	
Unit - 2	Automated System	20 Hrs
2.1	Computer Based Information - Internet - Multimedia - Video Conferencing	
2.2	Mass Media Techniques - Teletex - Telecopy - Videotex - Telebox	
2.3	Telephone - Mobile phone - Mobile online Apps	
Unit - 3	Advanced Development in tourism	20 Hrs
3.1	Introduction to E-tourism - Historical Development	
3.2	Electronic technology for data processing and communication	
3.3	Strategic, Tactical and operational use of IT in Tourism.	
Unit - 4	Types of E-Tickets	15 Hrs
4.1	E –Tickets – Airline - Railways - Bus service – Hotels - Cabs	
4.2	Limitations of E-Ticket	
4.3	Software for e-ticketing – Opera - Host - Fidelio	
Unit -5	Information Systems and Computer Networking	15 Hrs
5.1	Information Systems - Automation of Manual System, Data Processing stages. Evolution from EDP to MIS	
5.2	MIS - Introduction, Definition, Status, Framework of understanding and designing	
5.3	E-CRM - Electronic Customer Relationship Management, Application of CRS (Computerized Reservation Systems) in travel trade and hospitality sector	

RECOMMENDED TEXTBOOKS:

1. Ananth Grama, **An Introduction to Parallel Computing**, (New Delhi, 2004).
2. M. Morris Mano, **Computer System Architecture**, (New Delhi, 2007).
3. Buhalis D. Etourism: Information Technology for Strategic Tourism Management, Prentice Hall India (London, 2003)

REFERENCE BOOKS:

1. Anita Goel, **Computer Fundamentals**, (Delhi, 2007).
2. June Jamrich Parsons, Dan Oja, **Practical Computer Literacy**, (USA, 2011).
3. V. Rajaraman, Neeharika Adabala, **Fundamentals of Computers**, (Delhi, 2011).
4. Reema Thareja, **Fundamentals of Computers**, (New Delhi, 2014).
5. Peter Norton, **Computing Fundamentals**, (New Jersey, 1998).
6. Peter Shirley, Michael Ashikhmin, Steve Marschner, **Fundamentals of Computer Graphics** (Florida, 2009).
7. Gary B. Shelly, Misty E. Vermaat **Discovering Computers, Complete: Your Interactive Guide to the Digital World**, (USA, 2012).
8. Tomasi Wayne, **A Textbook on Basic Communication and Information Engineering**, New (Delhi, 2010).
9. Pradeep K. Sinha, Priti Sinha, **Computer Fundamentals**, (Mumbai, 2004).
10. Dan Oja, June Jamrich Parsons, **Computer Concepts: Illustrated Introductory**, (USA, 2010).

JOURNALS:

1. Information Technology and Tourism Scopus Springer Science + Business Media, ISSN 10983058
2. Progress on information and communication technologies in hospitality and tourism, Emerald Publications, ISSN 0309-0566

E-LEARNING RESOURCES:

1. <https://peda.net/kenya/ass/subjects2/computer-studies/form-1/the-computer-system>
2. <https://www.thomasnet.com/articles/automation-electronics/general-automation-systems/>
3. <https://ftnnews.com/technology/33890-top-6-technology-trends-in-the-travel-and-tourism-industry-in-2018>
4. <https://www.rigassatiksmeliv/en/tickets-and-e-ticket/types-of-e-tickets/>
5. <https://www.elmhurst.edu/blog/computer-information-systems/>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Create basic knowledge on functions of computer systems.
CO 2	Analyze various automated communication systems.
CO 3	Create knowledge on recent technological developments in tourism.
CO 4	Identify various types of E-Tickets.
CO 5	Evaluate Information system and computer networking in tourism.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	2	2	3	2	3	3
CO 3	3	3	2	2	2	2
CO 4	3	3	2	3	3	3
CO 5	3	3	3	2	3	2
Average	2.6	2.6	2.4	2.4	2.4	2.6

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER V
MEDICAL TOURISM
ELECTIVE: 2

TEACHING HOURS: 90HRS
CREDITS: 5

COURSE CODE: TM18/5E/MTM
L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. assess knowledge on the medical tourist destinations
2. create knowledge of various modern technologies and emerging trends.
3. Identify the legal aspects of medical tourism.
4. outline the knowledge ancient medical treatments and therapies.
5. predict the availability of medical tourist facilities and amenities.

COURSE OUTLINE:

Unit-1	Introduction to Medical Tourism	20 Hrs
1.1	Medical Tourism – Significance – Medical Tourism as an industry	
1.2	Medical Tourist destinations –India – Brazil – Malaysia – Thailand – Turkey- Types and flow of medical tourists	
1.3	Factors influencing choices of Medical Tourism destinations	
Unit 2	Healthcare System in India	15 Hrs
2.1	Traditional - Ayurveda – Homeopathy – Unani – Siddha	
2.2	Allopathy - Apollo – Sankara Nethralaya – MIOT – MMM – Frontier Lifeline - Global Hospitals	
3.3	Healing Centers and Therapies – Kutralam – Kotakkal – Puthtur – Shanthigiri - Acupuncture – Acupressure – Rekhi – Pranik – Varma - Naturo therapy - Herbal therapy	
Unit 3	Legal Aspects of Medical Tourism	20 Hrs
3.1	Role of the Government – Private Sector – Voluntary Agencies	
3.2	Medical Insurance Policy – Mediclaim	
3.3	Certification – Accreditation – National Accreditation Board for Hospitals & Healthcare Providers (NABH) - Joint Commission International (JCI)	
Unit 4	Medical Tourism Market	15 Hrs
4.1	Medical Tourism Sectors in India – Fertility – Cancer – Cardiology – Hip/Knee Resurfacing – Cosmetic	
4.2	Impact of Medical Tourism on India’s economy	
4.3	Merits and Demerits in Global Medical Tourism Market	
Unit 5	Emerging Trends	20 Hrs
5.1	Ethics in Medical Tourism – Protecting stakeholders’ interest	
5.2	Environmental impact of Medical tourism – Sustainable development	
5.3	Issues in Medical Tourism – Surrogacy – Hospital Borne Diseases	

RECOMMENDED TEXTBOOKS:

1. Sarngadharan.M, V.S.Sunanda, **Health Tourism in India** (New Delhi, 2009).
2. Goel, Pramod, **Evolution of Medical Tourism**, (New Delhi, 2012)
3. Kumar. R, **Medical Tourism in India- Management and Promotion**, (New Delhi, 2008).

REFERENCE BOOKS:

1. Dr. Pimpale, Vinita K., **Medical Tourism**, (New Delhi, 2016)
2. Siva, Jay, **The Complete Guide to Medical Tourism**, (New Jersey, 2012)
3. Kumar, R., **Medical Tourism in India - Management and Promotion**, (New Delhi, 2008)
4. Cohen, I. Glenn, **Patients with Passports: Medical Tourism, Law and Ethics**, (New York, 2015)
5. Singh, Kaviraj, **Report on Legal Medical Issues India: Health Laws India**, (New Delhi, 2015)
6. Connell, John, **Medical Tourism**, (Sydney, 2010)
7. Madhusoodhanan Sarngadharan, V. S. Sunanda, **Health Tourism in India**, (New Delhi, 2009)
8. Sonali Kulkarni, **Spa and Health Tourism** (New Delhi, 2008).
9. Javaid, Junaid, **Globalisation of Healthcare Medical Tourism in Indian Multi-Speciality Hospitals**, (Munich, 2014)
10. Bookman, M., **Medical Tourism in Developing Countries**, (New York, 2007)

JOURNALS:

1. Advances in Culture, Tourism and Hospitality Research, Emerald Publishing Limited, ISSN 1871-3173
2. Contemporary medical tourism: Conceptualisation, culture and commodification, Elsevier Ltd, ISSN 0261-5177.

E-LEARNING RESOURCES:

1. https://www.who.int/global_health_histories/seminars/kelley_presentation_medical_tourism.pdf
2. https://www.tillvaxtanalys.se/download/18.5d9caa4d14d0347533bcf42e/1430909773826/direct_response_2013_04.pdf
3. https://openscholarship.wustl.edu/cgi/viewcontent.cgi?article=1062&context=law_globalstudies
4. <https://www.alliedmarketresearch.com/medical-tourism-market>
5. <https://www.tourmyindia.com/medical-tourism/blog/5-emerging-trends-medical-tourism-industry/>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Acknowledge information on medical tourism destinations
CO 2	Understand the significance of health care system in India
CO 3	Familiarize legal aspects of medical tourism
CO 4	Analyze scope and opportunities of medical tourism market
CO 5	Inculcate the future scope and trends in medical tourism

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	3	2	3	2	2
CO 2	2	2	3	2	3	3
CO 3	3	3	2	1	2	3
CO 4	3	3	2	3	3	1
CO 5	1	3	1	2	3	3
Average	2.2	2.6	2.0	2.2	2.6	2.4

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SELF STUDY
For Advanced Learners - Optional
SHIPPING AND CARGO MANAGEMENT

SELF STUDY
(FOR ADVANCED LEARNERS - OPTIONAL)
SHIPPING AND CARGO MANAGEMENT

CREDIT: 2

COURSE OBJECTIVES:

To enable the students to

- explore logistics role in Economy or the organizations in terms of effective logistics service to the customers.
- offer wide knowledge on the fundamentals of logistics business.
- understand the overall logistics services implement cost effectiveness and storage.

LEARNING OUTCOMES:

1. To gain the fundamental knowledge in logistics operation.
2. To learn the impact of logistics in nation's economy
3. To accumulate interest on employment opportunities in Logistics

Unit 1	Logistics
1.1	Role of Logistics in Economy/Organization - Definition of Logistics- Objectives of Logistics Functions of Logistics.
1.2	Logistics and Customer Service - Definition of Customer Service Elements of Customer Service
1.3	Phases in Customer Service-Customer Retention
Unit 2	Procurement and Outsourcing
2.1	Procurement and Outsourcing - Definition of Procurement/Outsourcing- Benefits of Logistics Outsourcing-Critical Issues in Logistics Outsourcing.
2.2	Introduction-Role of Inventory-Importance of Inventory.
2.3	Inventory Management Characteristics of Inventory-Need for Inventory and its Control-Importance of Inventory Management in Supply Chain- Types of Inventory.
Unit 3	Material Management
3.1	Materials Management - Objectives of materials management-Materials Planning-Purchasing Basic Materials of Material Handling- Participants in Transportation Decisions.
3.2	Modes of Transportation. Warehousing/Distribution
3.3	Functions of Warehouse-Benefits of Warehouse.
Unit 4	Package Handling
4.1	Packing and Materials handling - Functions of Packaging
4.2	Communication Cost Types of Packaging Material-Unitization- Containerization.
4.3	Designing a Package-Factors affecting choice of Packaging Materials.

Unit 5 Global Logistics

- 5.1 Global Logistics - Global Supply Chain-Organizing for Global Logistics- Strategic Issues in Global Logistics-Forces driving Globalization
- 5.2 Modes of Transportation in Global Logistics Barriers to Global Logistics- Markets and Competition.
- 5.3 Logistics Strategy - Requirements for an Effective Logistics Strategy - Strategic Logistics Planning.

RECOMMENDED TEXTBOOKS:

1. Douglas Lambert, James R Stock, Lisa M. Ellram, **Fundamentals of Logistics Management** McGraw-hill/Irwin, (First Edition, 1998)
2. Vinod V. Sople **Logistic Management** (2nd Edn.) Pearson Limited (2009)
3. Institute Of Chartered Shipbrokers, **Introduction to Shipping** Witherby Seamanship International Ltd,(2nd Revised edition, 2009).
4. Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick, **Shipping Biography Introduction** 1st Baronet, Llc Book, (1994).

REFERENCE BOOKS:

1. **Logistics Management for International Business: Text And Cases**, Sudalaimuthu & S. Anthony Raj, PHI Learning, First Edition, (2009).
2. **Fundamentals of Logistics Management**, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, (1997)
3. **Logistics Management**, Ismail Reji, Excel Book, First Edition, (2008).
4. **Geography and Air Transport** , Brian J. Graham, , (New Jersey, 1995).
5. **Logistics & Supply Chain Management**, Martin Christopher, (1992).
6. **Lean Supply Chain and Logistics Management**, Paul A. Myerson, (2012).
7. **The Handbook of Logistics and Distribution Management**, Phil Croucher, A. Rushton, Peter Baker, (1989)
8. **Introduction to Logistics Systems Management**, Gianpaolo Ghiani, Roberto Musmanno, Gilbert Laporte, (2012).
9. **Supply Chain Management: Strategy, Planning, and Operation**, Peter Meindl, Sunil Chopra, (2000).
10. **International Logistics: The Management of International Trade Operations**, Pierre A. David, Richard D. Stewart (2004).

JOURNALS:

1. Supply Chain Management: More Than a New Name for Logistics, Martha C. Cooper, Douglas M. Lambert, Janus D. Pagh, ISSN 0957-4093.
2. Characteristics of Supply Chain Management and the Implications for Purchasing and Logistics Strategy, ISSN 0957-4093.

E-LEARNING RESOURCES:

1. <http://www.mhi.org/fundamentals/material-handling>
2. http://ebooks.lpude.in/management/mba/term_4/DMGT523_LOGISTICS_AND_SUPPLY_CHAIN_MANAGEMENT.pdf
3. http://library.aceondo.net/ebooks/Business_Management/logistics-an_introduction_to_supply_chain_management%5Bpalgrave.macmillan%5D%5B2003%5D.pdf
4. <https://www.nefab.com/en/insights/packaging-design/>
5. https://www.logisticsmgmt.com/wp_content/pls_wp_best_practices_092915.pdf

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Create deeper knowledge on logistics role in economy.
CO 2	Analyze the different critical issues in logistics outsourcing.
CO 3	Identify various techniques in materials management.
CO 4	Analyze the role of packaging in logistics.
CO 5	Discuss the contemporary trends in global logistics.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	2	2	3	2	3	2
CO 3	2	3	2	3	2	1
CO 4	3	3	2	3	3	3
CO 5	3	3	3	2	3	2
Average	2.4	2.8	2.4	2.8	2.8	2.2

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1, K2	A – 10/12 x 5 Marks	250	50	50	-

SEMESTER VI COURSE PROFILE – PROGRAMME OF STUDY

COURSE CODE	TITLE OF THE PAPER	CRE DITS	HOU RS/ WK	TOTA L HOUR S	L-T-P	CA	SE	TOT AL
TM18/6C/GTM	Global Tourism	4	6	90	4-2-0	40	60	100
TM18/6C/FOM	Front Office Management	4	6	90	4-2-0	40	60	100
TM18/6C/HTL	Human Rights and Tourism Legislations	4	6	90	4-2-0	40	60	100
TM18/6C/ ETM	Eco Tourism	4	6	90	4-2-0	40	60	100
TM18/6E/ ORB	Organizational Behaviour	5	6	90	4-2-0	40	60	100
	TOTAL	21	30					

The above Courses of the B.A. programme enrich the skills in employability / skill development which caters the needs of the student.

SEMESTER VI
GLOBAL TOURISM

TEACHING HOURS: 90 HRS
CREDITS: 4

COURSE CODE: TM18/6C/GTM
L T P : 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. create specific knowledge on international tourism destinations excluding India.
2. identify the tourist places of the world around and get inspired with the breathtaking activities of the globe.
3. compare the challenges and contemporary issues faced by the tourism industry in the global market.
4. create understanding of the world around and to have a new perspective of life.
5. prepare and motivate towards some breathtaking activities and amazing events of the globe.

COURSE OUTLINE:

Unit –1	America and Australia	20hrs
1.1	USA-New York-Walt Disney World-Las Vegas – Canada-Lake Ontario-Toronto Islands-Niagara Falls – Mexico- Teotihuacan-Copper Canyon-Cancun	
1.2	Brazil-Rio de Janeiro (Christ the Redeemer) -Amazon River-Iguacu Falls – Chile-Easter Island- Torres de Plaine – Peru -Machu Picchu-Inca Trail-Colca Canyon	
1.3	Australia-Sydney-Perth-Brisbane – New Zealand - Mt.Victoria-Fox Glacier-Waimangu Volcanic Valley	
Unit – 2	Europe	20hrs
2.1	United Kingdom-London-Scotland-Ireland	
2.2	Italy-Rome-Venice-Milan – Switzerland-Lurich-Geneva-Matterhorn	
2.3	France-Paris-Eiffel-Lascaux-Palace of Versailles – Germany-Berlin-Munich-Frankfurt	
Unit - 3	Africa and Middle East	20 Hrs
3.1	Kenya-Masai Mara National Park-Lake Nakuru-Lamu Island – Egypt- Giza Pyramids – Cairo Museum – Valley of the Kings – Morocco – Mauritius – Tamarind Falls –Mahebourg – Gabriel Island	
3.2	Kuwait-Liberation Tower-Scientific Center – Dubai-Burj Kahlia	
3.3	Israel-Jerusalem-Tel Aviv-Masada – Jordan-Petra – Dead Sea - Aqaba	
Unit – 4	Asia and South East Asia	15hrs
4.1	Srilanka-Colombo-Anuradhapura – Nepal-Kathmandu-Chitwan National Park – Thailand-Bangkok-Patang – Cambodia-Ankor Vat-Phnom Penh	
4.2	China-Beijing-Shangai-Hong Kong – Japan- Hiroshima Peace Memorial-Mount Fuji – Laos-Wat Phu-Mekong River-Kuang Si Falls – Vietnam-Ho Chi Minh City-Hanoi-Phong Nha	
4.3	Singapore -Marina Bay Sands –Chinatown – Malaysia – Penang – Gunung Mulu	
Unit - 5	Contemporary Issues in Global Tourism	15 hrs

- 5.1 Emerging Trends in International Tourism
- 5.2 Cultural Impact of International Tourism
- 5.3 Challenges before the International Tourists

RECOMMENDED TEXTBOOKS:

1. A.K.Bhatia, **International Tourism**, (New Delhi, 2008)
2. **Lonely Planet Travel Guides and Travel information**, (New Delhi, 2000)
3. Bhatia A.K., **Tourism Development**, (New Delhi, 2010).

REFERENCE BOOKS:

1. **International Travel and Health 2003**, (World Health Organization (WHO), 2003).
2. Ahana Chakraborty, **Global Tourism**, (New York, 2007)
3. William F. Theobald, **Global Tourism**, (New York, 2013).
4. Sarah M. Lyon, E. Christian Wells, **Global Tourism: Cultural Heritage and Economic Encounters**, (New York, 2012).
5. D. S. Bhardwaj, Krishan K Kamra, Manjula Chaudhary, **International Tourism: Issues and Challenges**, (New Delhi, 2006)
6. Earl and Erlet Cater, **Marine Ecotourism, Between the Devil and the Deep Blue Sea**, (London, 2007).
7. Sue Beeton, **Community Development for Tourism**, (London, 2006).
8. Marcus Endicott, Vagabond Globetrotting **The Electronic Traveler in the New Millennium**, (Lulu, 2004).
9. Hall, C. Michael, Stephen J. Page, **The Routledge Handbook of Tourism in Asia**, (New York, 2017)
10. Santana, Gui, **Tourism in South America**, (New York, 2011).

JOURNALS:

1. Current Issues in Tourism, Taylor and Francis, ISSN 13683500
2. Contributions of community-based tourism to the socio-economic well-being of local communities: the case of Pulau Redang Island, Malaysia, Taylor and Francis, ISSN 1598-0634.

E-LEARNING RESOURCES:

1. <https://www.pc.gov.au/research/completed/international-tourism/international-tourism.pdf>
2. <http://europe-tourism.org/>
3. <https://www.planetware.com/africa-middle-east-travel.htm>
4. <https://www.aseantourism.travel/>
5. <https://www.oecd.org/cfe/tourism/theimpactofcultureontourism.htm>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Create deeper knowledge on the different destinations in America and Australia.
CO 2	Analyze the different destinations under the European Countries.
CO 3	Identify various destinations under Africa and Middle East.
CO 4	Analyze the role of destinations in Asia with special reference to South East Asia.
CO 5	Discuss the contemporary issues faced by Tourism industry globally.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	2	2	3	2	3	2
CO 3	2	3	2	3	2	1
CO 4	3	3	2	3	3	3
CO 5	3	3	3	2	3	2
Average	2.4	2.8	2.4	2.8	2.8	2.2

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-

K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER VI
FRONT OFFICE MANAGEMENT

TEACHING HOURS: 90 HRS
CREDIT: 4

COURSECODE: TM18/6C/FOM
L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. identify the front office updates the changing needs of the hotel Industry – Room selling Techniques,
2. utilize the details of credit control – cash control, Budgeting etc.,
3. discuss the changing needs of the hotel industry and handling guest.
4. prepare the tariff structure and effective means of communication in hotels.
5. compute the basics of account keeping and audit.

COURSE OUTLINE:

Unit - 1 Introduction 20 Hrs

- 1.1 Definition- Lobby- Reception counter- Help Desk
- 1.2 Functions and importance of Front Office- Etiquette
- 1.3 Art of reception - Planning Guest service

Unit - 2 Tariff Structure and Communication 20 Hrs

- 2.1 Tariff fixation-Tour group rates- wholesale rates
- 2.2 Seasonal rates -Extra Bed rates- Rooms Selling Techniques
- 2.3 Communication – Importance - Effectiveness

Unit - 3 Guest Handling 20 Hrs

- 3.1 Guest Cycle- Reservation-Types - Methods - Group Reservation- over booking – Registration Procedure -
- 3.2 Guest arrival – Pre - registration – Receiving Guests
- 3.3 Bell desk functions – Message Handling –Change of Room –Car parking – Room key control – locking system – Departure Procedure – Destination Learning

Unit - 4 Audit and Accounts 15 Hrs

- 4.1 Basics of keeping Accounts – Ledger
- 4.2 Cashiers Report - Cash Report - Bill Section – Internet Receipts
- 4.3 Night Auditing - Description – Cross Checking
Cash Control – Protection of Hotel Funds

Unit - 5 Security Management 15 Hrs

- 5.1 Types of Security – Fire Safety Measures - Guide to fire extinguishers
- 5.2 Break-in security – Bomb Threat

RECOMMENDED TEXTBOOKS:

1. Bhatnagar, S.K., **Front Office Management**, (New Delhi, 2005)
2. Dr. Chakravarti, B.K., **Concepts of Front Office Management**, (New Delhi, 2008)
3. Harvey Burstein, **Hotel & Motel Loss Prevention: A Management Perspective**, (United States, 2001).

REFERENCE BOOKS:

1. Tewari, J.R., **Hotel Front Office: Operations and Management**, (New Delhi, 2009)
2. Ismail, Ahmed, **Front Office Operations and Management**, (New York, 2002)
3. Bhakta, Anuthosh, **Professional Hotel Front Office Management**, (New Delhi, 2012)
4. Vallen, Gary K., Jerome J.Vallen, **Check-In Check-Out: Managing Hotel Operations**, (New Delhi, 2009)
5. Kapoor, Ramneek, **Service Marketing: Concepts & Practices**, (New Delhi, 2011)
6. Woods, Robert H., **Professional Front Office Management**, (New Delhi, 2007)
7. Andrews, Sudhir, **Food and Beverage Service**, (New Delhi, 1991).
8. Rathi, Manish, **Hotel Tourism and Hospitality Management**, (New Delhi, 2000).
9. Michael L Kasavana Richards M Brroks, **Managing Front Office**, (New Delhi, 1991).
10. Tim Nowley, **Hospitality management an Inroduction**, (New york, 1998).

JOURNALS:

1. A Content Analysis of Subject Areas and Research Methods Used in Five Hospitality Management Journals, Sage Journals, ISSN 1096-3480
2. International Journal of Hospitality and Tourism Administration, Taylor & Francis, ISSN 15256480.

E-LEARNING RESOURCES:

1. <https://frontofficemanager.wordpress.com/2013/10/04/an-introduction-to-front-office/>
2. <http://regulationbodyofknowledge.org/faq/price-level-and-tariff-design/steps-what-are-thekey-steps-for-designing-an-effective-tariff-structure/>
3. <https://www.hospitality-school.com/step-by-step-guest-complaint-handling-procedure-practical-training/>
4. <https://accountlearning.com/audit-of-hotels-role-of-auditor/>
5. <https://www.ifsecglobal.com/uncategorized/ensuring-best-practice-in-hotel-security-management/>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Identify the basic departments operated in front office.
CO 2	Create knowledge on the front office communication and tariff structure in a hotel.
CO 3	Prepare the skills required in handling a guest taking up the hotel service.
CO 4	Utilize the skill of auditing and accounting required to handle front desk.
CO 5	Analyze the role of security management for guest safety.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	2	2	2	2	3	3
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Average	2.4	2.4	2.2	2.4	2.8	2.8

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
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- Peer Learning,
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QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		

K3	C – 2/4 x 20 Marks	500	40		
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SEMESTER VI
HUMAN RIGHTS AND TOURISM LEGISLATIONS

TEACHING HOURS: 90 HRS
CREDITS: 4

COURSE CODE: TM18/6C/HTL
L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. analyze human rights as a branch of public international law and relevant laws related with tourism.
2. utilize the knowledge of human rights in both theory and practical from legal, historical, philosophical, and political and social science based perspectives.
3. discuss the different forms of promoting and implementing human rights, domestically as well as on the international level.
4. compare the relationship between Tourism and Human Rights
5. create knowledge on fundamental rights and duties.

COURSE OUTLINE:

Unit – 1	Definition and classification of Human Rights	20 Hrs
1.1	Meaning - Historical evolution	
1.2	Civil and Political Rights-Economic Rights	
1.3	Social and Cultural Rights	
Unit – 2	International Human Rights	20 Hrs
2.1	UDHR – ICCPR - ICESCR	
2.2	International Maritime Laws related to Travel	
2.3	Aviation Laws – Air Corporations Act	
Unit – 3	Human Rights in India	20 Hrs
3.1	Constitutional Protection of Human Rights - Fundamental Rights and Duties	
3.2	Trafficking – Women – Children – Drugs	
3.3	Displacement of people – Indigenous rights	
Unit – 4	Legislations related to Tourists	15 Hrs
4.1	Citizenship – Passport – Visa - Foreigners' Registration Act	
4.2	Foreign Exchange Management Act (FEMA) – RBI Guidelines	
4.3	Consumer Protection in Tourism Industry	
Unit – 5	Legislations related to Environment	15 Hrs
5.1	Marine Coastal Regulation Zone - Rules and Laws	
5.2	Tourism and Fragile Eco System- Beaches - Coasts - Mountains	

5.3 Wildlife Protection Act (1972) - Forest (Conservation) Act, 1980- Environment (Protection) Act, 1986

RECOMMENDED TEXTBOOKS:

1. Bhatia A.K. **International Tourism Fundamentals and Practices**, (New Delhi, 2002).
2. Kumar, Ravi Bhushan, **Coastal Tourism and Environment**. (New Delhi, 1995).
3. Naorem Sanajaoba, **Human Rights, Principles, Practices and Abuses** (New Delhi, 1994).

REFERENCE BOOKS:

1. Jean Keefe, Sue Wheat, Jeffery Pike, **Tourism and Human Rights** (United Kingdom, 1998).
2. **Legal Perspectives Documentation Files, Legal Resources for Social Action**, (Chengalpattu, TN).
3. N. Jayapalan, **Human Rights**, (New Delhi, 2000).
4. Ashwini Rao, **Status of Human Rights in India**, (Delhi, 2010).
5. Hasan, Ashraful, **Human Rights Dilemmas in Contemporary Times: Issues and Answers**, (Bethesda, 1998)
6. Bianchi, Raoul, Marcus Stephenson, **Tourism and Citizenship: Rights, Freedoms and Responsibilities in the Global Order**, (London 2014)
7. Nirmal, C.J, **Human Rights in India -Historical, Social and Political Perspectives** (New Delhi, 2000)
8. Sharma, G, **Human Rights and Legal Remedies**, (New Delhi, 2003)
9. Sharma, G, **Human Rights and Social Justice**, (New Delhi, 2004)
10. M.J, Antony, **Women's Rights**, (New Delhi, 1995)

JOURNALS:

1. Journal of Hospitality and Tourism Management, Sage Publications, ISSN 1096-3480.
2. Generational differences in work values: a study of hospitality management, emerald insights, ISSN 0959-6119.

E-LEARNING RESOURCES:

1. <http://www.humanrights.is/en/human-rights-education-project/human-rights-concepts-ideas-and-fora/part-i-the-concept-of-human-rights/definitions-and-classifications>
2. <https://www.un.org/en/sections/universal-declaration/foundation-international-human-rights-law/index.html>
3. <https://amnesty.org.in/about-us/what-are-human-rights/>
4. <http://www2.unwto.org/technical-product/tourism-legislation-and-regulation>
5. <http://www.mondaq.com/india/x/624836/Waste+Management/Environment+Laws+In+India>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Identify the significance and classifications of Human Rights
CO 2	Utilize the information on the different international human rights legislations.
CO 3	Discuss the role of Human Rights in India.
CO 4	Analyze the significance of legislations related to Tourists travelling to international countries.
CO 5	Communicate Tourism without damaging the environment, and to be aware of the existing rights and duties

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	3	3	3	2	3	2
CO 3	3	2	2	3	2	3
CO 4	2	3	2	3	3	3
CO 5	3	2	3	3	3	3
Average	2.6	2.4	2.4	2.8	2.8	2.8

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-

K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

**SEMESTER VI
ECO TOURISM**

**TEACHING HOURS: 90 HRS
CREDITS: 4**

**COURSE CODE: TM18/6C/ETM
L T P: 4 2 0**

COURSE OBJECTIVES:

To enable the students to

1. attain awareness on the need for eco-tourism in current scenario to develop sustainability.
2. have deeper understanding on environmental, socio-cultural and economic impacts of Tourism.
3. get familiarized with different types of environmental organizations and nongovernmental organizations for promoting ecotourism destinations.
4. create awareness about the fragility of the environment.
5. spread the message of conserving Bio-Diversity.

COURSE OUTLINE:

Unit – 1	Introduction to Eco tourism	20 hrs
1.1	Defining Eco tourism-Components of Eco tourism	
1.2	Principles and Types of Eco tourism - Global Growth and Magnitude of Eco tourism	
1.3	World Eco Tourism Summit - Qubec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007	
Unit - 2	Ecology And Tourism	20 hrs
2.1	Five Basic Laws of Ecology – Sustainability - Carrying Capacity- Absorbing Capacity	
2.2	Eco Tourism Resources - Hill stations – Coastal Areas – Forests	
2.3	Eco Tourism Venues- Private Protected Areas- Public Protected Areas- Modified Spaces - Indigenous territories	
Unit – 3	Impacts of Ecotourism	20 hrs
3.1	Environmental Impacts	
3.2	Socio-Cultural Impact	
3.3	Economic Impact	
Unit – 4	Planning in Eco Tourism	15hrs
4.1	United Nations Environmental Programme (UNEP)	
4.2	National Policy on Ecology - Eco Labelling and Eco Certification	
4.3	Ecotourism Development Agencies - Role of the International Ecotourism Society - UNWTO, UNDP, WWF - Department of Forest and Environment - Government of India, ATREE, EQUATIONS	
Unit – 5	The Business of Ecotourism	15hrs
5.1	Eco-Bridge -Eco Lodges-Eco Resorts.	
5.2	Development Strategies for Eco tourist Accommodations	
5.3	Marketing and promotion of Eco- tourist destinations	

RECOMMENDED TEXTBOOKS:

1. Ramesh Chawla, **Ecology and Tourism Development**, (New Delhi, 2006).
2. Chawla, Romila, **Ecotourism and Development**, (New Delhi, 2003).
3. Singh, Ratan Deep, **National Eco Tourism and wildlife Tourism - Policies and Guidelines**, (New Delhi, 2004).

REFERENCE BOOKS:

1. Arora, Shyam Lal, **Adventure tourism and sports, Issues and Prospectives**, (New Delhi, 2007)
2. Prabhas Chandra, **Global Eco Tourism - Codes, Protocols and Charters**, (New Delhi, 2003).
3. Pruthi R.K., **Tourism Industry and Environmental Management**, (New Delhi, 2006).
4. Romila Chawla, **Protected Areas Tourism**, (New Delhi, 2005).
5. Sinha PC, **The Encyclopedia of Ecotourism**, (New Delhi, 2003).
6. Singh, Ratan Deep, **National Eco Tourism and wildlife Tourism - Policies and Guidelines**, (New Delhi, 2004).
7. Ravi Shankar and Kumar Singh, **Eco Tourism and Sustainable Development**, (New Delhi, 2003).
8. Sukanta K Chaudhury, **Cultural, Ecology and Sustainable Development**, Mittal, (New Delhi, 2010)
9. Buckley, Ralf, **Environment Impacts of Ecotourism**, (London, 2004)
10. Chawla, Ramesh, **Ecology and Tourism Development**, (New Delhi, 2006)

JOURNALS:

1. Journal of Ecotourism, Taylor & Francis, ISBN 14724049
2. Review of studies on environmental impacts of recreation and tourism in Australia, Elsevier Ltd, ISBN: 0301-4797.

E-LEARNING RESOURCES:

1. <https://ecotourism.org/what-is-ecotourism/https://climateandcapitalism.com/2012/04/02/four-laws/>
2. <https://www.greenleft.org.au/content/barry-commoner-scientist-activist-radical-ecologist>
3. <https://theecologist.org/2019/jan/18/impacts-eco-tourism>
4. http://www.prm.nau.edu/prm300-old/planning_for_protected_lesson.htm
5. <http://www.ecotourismireland.ie/business-planning/>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Understand the significance of Eco tourism globally.
CO 2	Analyze the relationship of ecology in practices of tourism.
CO 3	Determine the various impacts of Eco-tourism on the environmental factors.
CO 4	Familiarize with the planning strategies of the organizations involved in Eco Tourism.
CO 5	Upgrade the knowledge of business activities involved in Eco Tourism.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	2	2	3	2	3	3
CO 3	3	3	2	3	2	3
CO 4	3	2	2	3	3	2
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Average	2.6	2.4	2.4	2.6	2.8	2.8

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TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
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SEMESTER VI
ORGANISATIONAL BEHAVIOUR
ELECTIVE - 3

TEACHING HOURS: 90 HRS
CREDITS: 5

COURSE CODE: TM18/6E/ORB
L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. discuss the importance of organizational behavior and familiarize the features of individual and group behavior.
2. identify the changes and challenges in the organizational climate.
3. evaluate the importance of group task to sustain organizational culture.
4. assess the importance of team building in an organization.
5. compare the causes of conflict and its variations.

COURSE OUTLINE:

Unit - 1	Organizational Behaviour	20 hrs
1.1	Definition – Nature - Scope - Framework	
1.2	Need and importance of Organisational Behaviour	
1.3	Structure of Organisational Behaviour	
Unit - 2	Features of organizational Behavior	20 hrs
2.1	Motivational techniques	
2.2	Control Standards - Effective Control and Co - Ordination System	
2.3	Role of Authority and Leadership – Power and Politics	
Unit – 3	Individual Behavior	20 Hrs
3.1	Personality - Impact of Culture and Tradition – Emotions	
3.2	Perception – Process – Organization - Interpretation	
3.3	Learning - Attitudes - Values	
Unit - 4	Group Behavior	15 Hrs
4.1	Formation – Influence -Types and Functions of groups	
4.2	Group Tasks and Development – Team Building	
4.3	Conflict - Causes - Types	
Unit - 5	Organizational Cultures and Climate	15 Hrs
5.1	Functions of Organizational Culture - Types of Organizational behavior	
5.2	Work Stressors – Balancing work and life - Job satisfaction and Determinants	
5.3	Factors affecting organizational climate	

RECOMMENDED TEXTBOOKS:

1. Ashwathappa, **Organizational Behaviour**, K, (New Delhi, 2005).
2. Buchanan and Huczyns, **Organizational Behaviour**, (New York, 2013).
3. Udai Pareek, **Understanding Organisational Behaviour**, (New Delhi, 2004)

REFERENCE BOOKS:

1. A.K. Bhatia, **Fundamentals of Organizational Behaviour Key Concepts, Skills, and Best Practices**, (New Delhi, 2009).
2. Kavitha Singh, **Organization Behaviour**, (New Delhi, 2012).
3. Prasad.L.M., **Organization Behaviour**, (New Delhi, 2005).
4. Stephen P. Robins, **Organisational Behavior**, (London 2008)
5. Fred Luthans, **Organisational Behavior**, (Chennai, 2001)
6. Scher Merhorn, Hunt and Osborn, **Organization Behaviour**, (USA, 2008).
7. G. A. Cole, **Organisational Behaviour: Theory and Practice**, (New York, 1995).
8. Ray French, **Organizational Behaviour**, (USA, 2011).
9. Nirmal Singh, **Organisational Behaviour: Concepts, Theory and Practices**, (New Delhi, 2001).
10. John Martin, **Organizational Behaviour and Management**, (New York, 2005).

JOURNALS:

1. Action learning: from individual learning to organisational development, Gower Publishing, Ltd, ISBN: 1476-7333
2. Organisational culture's influence on tacit knowledge-sharing behaviour, Emerald insight, ISSN: 1367-3270.

E-LEARNING RESOURCES:

1. <https://www.investopedia.com/terms/o/organizational-behavior.asp>
2. <https://courses.lumenlearning.com/boundless-business/chapter/motivation-techniques-in-practice/>
3. <http://practical-management.com/Organization-Development/Individual-Behavior-in-Organization.html>
4. <https://www.managementstudyguide.com/group-behavior.htm>
5. <https://gothamculture.com/what-is-organizational-culture-definition/>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Analyze the nature and scope of organizational behavior.
CO 2	Discuss the various and different techniques of organizational behavior.
CO 3	Identify the features of Individual behavior in an organizational functioning.
CO 4	Discuss the importance of group behavior in planning effective organizational function.
CO 5	Assess the skills on enhancing organizational culture and climate.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

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